Advertising Age

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THE NATIONAL NEWSPAPER OF MARKETING

Chesebrough Brands Go to Esty Jan. 1

Compton, Ellington Hit by Conflict, Client's Desire to Consolidate

NEW YORK, Sept. 15—Chesebrough-Pond's has transferred Pertussin, Actin, Seaforth and Odo-Ro-No products to William Esty Co. effective Jan. 1.

The change involves an estimated $1,700,000 in billings. Compton Advertising drops about $1,200,000 in the cough preparations and men's toiletries, and Ellington & Co. loses about $500,000 in the women's deodorant. Esty already handles Vaseline petroleum jelly for Chesebrough.

The Compton loss is especially painful because it appears to have been initiated solely by impending product conflicts; the agency recently declined other test products offered by Chesebrough. One was an eye preparation.

■ In Ellington's case, Chesebrough said the move was dictated by a desire for consolidation. Ellington was a Northam Warren agency before Northam was bought by Chesebrough a year ago.

The other Northam Warren agency is Doherty, Clifford, Steers & Shenfield, which handles Cutex, the No. 1 nail polish, and Peggy Sage products (Sage does very

(Continued on Page 141)

Dressing Is 1st Anderson, Clayton Consumer Brand

Cotton, Coffee Operator Tests Seven Seas Brand in Chicago, Cleveland

CHICAGO, Sept. 13—Chicago and Cleveland will serve as test markets for the new Seven Seas line of liquid salad dressings being introduced by Anderson, Clayton & Co.'s food division.

The Chicago introduction will be accompanied by one of the most intensive pre-sell promotion campaigns ever used to introduce a salad dressing in this city. The 13-week campaign, prepared by McCann-Erickson, Houston, opens with a four-color page in the *Chicago Tribune's* weekly illustrated food guide Friday, Sept. 15. The opening ad's dominant four-color illustration showing vinegar, oil, and the essential spices, reminds buyers that "It takes all these . . . plus TLC (Tender Loving Care) to make new Seven Seas salad dressings so good."

■ The color page will be followed by large-space b&w ads extending to December. The ads will fea-

(Continued on Page 141)

Young Gribbin Shelly Brower

AGENCY BIG WHEELS—*Four presidents of Chrysler Corp. agencies relax on board the S.S. Aquarama during Chrysler's 1962 press preview. They are William T. Young, Leo Burnett Co.; George H. Gribbin, Young & Rubicam; Warner S. Shelly, N. W. Ayer & Son; and Charles H. Brower, Batten, Barton, Durstine & Osborn.*

Do You Make 'Octane Mistake'? . . .

Oil Sell a la Package Goods—It's Megatane

Mobil to Follow Ads in Dailies with Heavy TV Stress on Benefits

NEW YORK, Sept. 14—If you're unchained from the hot cigaret habit, you may be ready to answer the question: "Are you making the Octane Mistake?"

If you're accustomed to the 12 ingredients that make Wonder bread a strong body-builder, then you're ready for the fact that octane ratings measure only two of your car engine's needs, while megatane ratings measure 21. And of those 21 ratings, Mobil premium rates highest, with 19; Mobil regular highest among regular gasolines, with 16.

In other words, Ted Bates & Co. and Mobil Oil Co. are about to put the selling of gasoline into package-goods orbit.

Television will get around 82% of the budget, although kickoff ads are scheduled for newspapers in some 295 cities.

This campaign, long awaited in the advertising business as a trial of Bates' time-tested media and copy approaches for packaged goods adapted to a far different business, is chock-full of "reason-why" and studded with "consumer benefits."

■ Here are the highlights:

• V. A. Bellman, vp in charge of marketing for Mobil, said the company is introducing two superior new gasolines and a "revolutionary" system (i.e., Megatane ratings [AA, Aug. 27]).

• Megatane ratings are on a 21-point basis; no gasoline has all 21, but Mobil premium has 19, Mobil

(Continued on Page 142)

No Agency Changes Expected as Ford Purchases Philco

PHILADELPHIA, Sept. 14—The status quo is expected to be maintained, at least temporarily, for the two agencies for Philco Corp. Yesterday it was disclosed that Philco has agreed to sell out completely to Ford Motor Co., giving Ford the broad base it has been seeking as part of its expansion.

The two agencies involved are Batten, Barton, Durstine & Osborn, which handles the bulk of the business, including consumer products, and Maxwell Associates Inc., Bala-Cynwyd, Pa., which handles industrial and defense advertising.

The big speculation involves BBDO. While the Philco business

(Continued on Page 141)

$175,000,000 Market by '66 . . .

General Mills Boosts Instant Potato Efforts

Initial Consumer Apathy Overcome by Convenience, Glamor of New Varieties

MINNEAPOLIS, Sept. 14—General Mills this month is stepping up the pace in a drive to enlarge its share of the burgeoning consumer market for instant potatoes.

Neither the company nor its advertising agency, Knox Reeves Advertising, will mention specific figures, but it seems certain more than $4,000,000 will be spent in what both describe as "the heaviest potato advertising campaign in history."

This would be roughly double the food company's outlay to promote dehydrated potato products last year.

The continuing campaign will tell housewives about the convenience and taste delights of seven Betty Crocker instants—individually and in combination.

■ In addition to mashed, scalloped and au gratin, the Betty Crocker lineup now includes quick bake Potato Boats with sour cream, Potato Boats with cheese sauce, potato salad, and pan fry potatoes.

The newcomers were moved into national distribution this summer on an individual basis. Rolling introductions were supported by four-color r.o.p. newspaper ads and saturation spot tv.

The coordinated potato push now getting under way centers about year-long ad schedules in *Family Weekly, Parade, This Week Magazine* and other independent Sunday newspaper supplements. It is designed to reach 40,000,000 homes with each insertion.

■ The campaign will be augmented by sponsorship of the NBC "Day Report" news program and local tv spots. Four-color r.o.p. ads will be running from time to time in 197 newspapers in 160 key markets.

On Sept. 17 Betty Crocker potato salad and crinkle cut pan fry instants are to be featured in the supplements for the first time. The regulars—mashed, scalloped and au gratin—were boosted in July and August.

■ Potato Boats, in an eye-catching eight-boat layout, will be spotlighted Sept. 24.

Salad and pan fry products get another whirl Oct. 15. Then, on Oct. 22, all seven Betty Crocker potato dishes will be brought together for the first time in a single ad. Center spread space has been

(Continued on Page 149)

Protect People as We Do Hogs, Ribicoff Urges

Cabinet Official Asks Congress: Let FDA Okay Drugs Before Marketing

WASHINGTON, Sept. 14—When the Chesapeake & Ohio Railroad was campaigning against outmoded railroad practices several years ago, one of its famous ads declared: "A hog can cross the country without changing trains—but you can't."

Health, Education & Welfare Secretary Abraham Ribicoff fell back on the same analogy today, in an appeal for legislation which would authorize the Food & Drug Administration to pass on the effectiveness of new drugs before they go onto the market.

■ Since 1913, he told the Senate anti-monopoly subcommittee, the Department of Agriculture has had authority to prevent the introduction of worthless biologicals for the treatment of domestic animals. "I am firmly of the opinion," the Secretary said, "that the time has come in the U. S.—in 1961—to give American men, women and children the same protection we have been giving hogs, sheep and cattle since 1913."

He said existing law allows an "intolerable" situation where the Food & Drug Administration is required to clear a drug as long as it is harmless. While FDA may doubt that the drug is useful, its authority to act against a useless drug does not become available until after it has proof that untruthful claims are being made.

■ Endorsing many of the major portions of S.1552, a broad regulatory bill for the drug industry sponsored by Sen. Estes Kefauver (D., Tenn.), the Secretary said the existing setup results in a "cat and mouse" game, where the

(Continued on Page 12)

Last Minute News Flashes

Boyle-Midway Switches Woolite, Lastic Life to C&W

NEW YORK, Sept. 15—Boyle-Midway division of American Home Products has named Cunningham & Walsh to handle Woolite and Lastic Life, effective Oct. 1, with estimated billings of around $1,000,000. C&W also handles Easy-On spray starch, Wizard deodorizer and two test products for Boyle-Midway. This is the seventh agency switch for Woolite in four years, the account having roamed from Charles W. Hoyt Co. in January, 1958, to Honig-Cooper, Harrington & Miner; back to Hoyt, then to Daniel & Charles; and finally to Maxwell Sackheim-Franklin Bruck, which has handled the account since the end of last year.

Humble Oil Reviewing Agency Alignment

HOUSTON, Sept. 15—Humble Oil & Refining Co., the operating arm of Standard Oil Co. (New Jersey), is "considering a realignment of certain responsibilities" between two of its agencies, McCann-Erickson and Needham, Louis & Brorby, according to Robert M. Gray, manager of advertising and sales promotion. He said final decisions may not be reached until Jan. 1. The company recently heard presentations by Needham and Marsteller, Rickard, Gebhardt & Reed for its Enjay Chemical Co. business, but this will "definitely" remain at McCann, Mr. Gray said. Needham and Al Herr Advertising, Milwaukee, handle advertising for Humble in its former Oklahoma-Pate marketing area, while McCann handles the rest of the Humble operation. Needham also shares the Humble-Jersey Standard corporate account with McCann.

(Additional News Flashes on Page 141)

'Lean Dodge Look' Applies to Media Buying, Too, Nichols Tells Dealers

Dodge Boss Hits '1-Ear Listeners, 1-Eye Viewers, Puffed Up Circulations'

NEW YORK, Sept. 14—"We cannot afford to buy puffed-up boxcar circulation or listenership figures which reflect one-ear listeners, one-eye lookers, scanners or non-readers, and audiences obtained by promotional efforts or competitive sterility rather than editorial or program attractiveness."

That's how Byron J. Nichols, general manager of Chrysler Corp.'s Dodge division, today criticized some media practices as Dodge unveiled the largest line—173 cars and trucks—in its 48-year history and said that its advertising, like the 1962 line, would concentrate on content instead of packaging.

He spoke as 900 dealers and salesmen from the New York metropolitan region viewed 1962 models and promotion plans. About 28 similar dealer showings were held this week across the U.S. New model advertising and consumer publicity gets rolling next week and the new cars will be on display Sept. 28 in 2,700 showrooms.

■ Mr. Nichols said the 1962 ad program would be more selective, with greater emphasis on specific markets instead of an indiscriminate "cost-per-thousand" approach.

"Just as we are concentrating on the auto product itself instead of its packaging—on what's under the hood rather than styling—so we must concentrate on the content, not the packaging, of our media. We are not judging a book by its cover or circulation, or a tv show solely by its Trendex."

In a departure from recent years, Dodge will not sponsor a single, year-'round prime evening telecast, and the broadcast emphasis has switched to spot drives and specials like the World Series and Rose Bowl games, of which Chrysler Corp. is a sponsor.

Special interest magazines and newspapers will also get increased play. For example, a 12-page ad is scheduled for automotive consumer magazines. (Other media details on "the lean new breed of Dodge" campaign were reported in AA, Sept. 11.) The new "lean" Dodge will be sans fins, comparatively low on chrome and will emphasize such virtues as reliability, quality, economy and performance, Mr. Nichols added.

Batten, Barton, Durstine & Osborn, Detroit, is the agency for Dodge cars and trucks. #

"You tell the next one it's just as good as FORMICA."
FORMICA
FORMICA® IS THE TRADE MARK OF THE WORLD'S MOST FAMOUS LAMINATED PLASTIC. THERE ARE MANY IMITATIONS. WHEN FURNITURE SHOPPING, INSIST ON SEEING THIS LABEL.

BRANDED—*A series of cartoon ads, emphasizing that Formica is a brand name, is scheduled for October-through-December issues of Life, Look, The New Yorker and The Saturday Evening Post.*

$500,000 Drive Will Remind Consumers Formica Is Brand

CINCINNATI, Sept. 14—Formica Corp. will spend $500,000 this fall to remind consumers that Formica is a brand name.

The company, a division of American Cyanamid Co., will use cartoon ads in magazines, plus network television, in a fall ad drive promoting Formica laminated plastic on furniture.

Ads will run from October through December in *Life, Look, The New Yorker* and *The Saturday Evening Post.* The ads will also use the company's new hourglass symbol as a focal point.

■ On tv, the company will use a series of commercials on the "Jack Paar Show" (NBC-TV). The parent company, American Cyanamid, is sponsoring "Eyewitness," a half-hour documentary on CBS-TV, and Formica will share a 27-week schedule with the Creslan division beginning Sept. 22.

A series of trade ads in furniture retailer publications will promote the sales value of the Formica-label.

"The public knows and accepts Formica as an ideal surfacing material," said Edward A. More, advertising director. "With this new promotion program, we will emphasize that Formica is a brand name, and that the consumer desiring Formica on her furniture should ask for it by name."

Perry-Brown is the Formica agency. Erwin Wasey, Ruthrauff & Ryan, New York, is handling the "Eyewitness" commercials. #

Broadcasters Told Car Makers Seek Quality Audiences

HIDDEN VALLEY, MICH., Sept. 14—Broadcasters were warned today to be cautious in promoting mass market coverage and impressive audience statistics, because agencies are becoming more selective and are looking for quality audiences instead of saturation.

Two agency executives told the 13th annual convention of the Michigan Assn. of Broadcasters that more and more advertisers are looking at type of audience, rather than size, and agencies consequently require more information and depth studies on the radio and tv audience. Advertisers are exhibiting a tendency to sacrifice saturation in order to reach the homes they want.

Charles N. Campbell, account executive with MacManus, John & Adams, told the convention that Pontiac and Cadillac, for two examples, are not interested in the mass audience because the product price limits the field of potential buyers. He told the meeting that more and better research, rather than total number of homes reached, is what the agency needs to know.

■ W. G. Martin, vp of Kenyon & Eckhardt, told the group that broadcasters themselves can do a lot toward attracting the selective advertising dollar with more high quality programming designed to reach the people who spend the heavy money.

Mr. Campbell said the median income of Pontiac owners is $12,000 a year, and the biggest market for Pontiacs is in the $8,000-and-over group. The median income of Cadillac owners is $25,000, he added, and the average is $33,000.

"That is why we have such heavy magazine schedules," he explained. "We can select the magazine that reaches the audience we want to reach, and we know which magazine it is because there is more depth research done by magazines."

■ Mr. Martin pointed up his remarks by citing Lincoln-Mercury division's $1,000,000 outlay for six

(Continued on Page 12)

Ring-Free to McCarty

MacMillan Ring-Free Oil Co., New York, has switched advertising from Walker-Saussy, Los Angeles, to McCarty Co., New York. MacMillan recently moved its executive offices from Los Angeles to New York.

NOW STARRING FOR LUCKIES—*Frank Gifford, former New York Giants offensive powerhouse, will appear in Lucky Strike's magazine ads, tv commercials and outdoor advertising.*

Luckies to Wander Down Memory Lane With Frank Gifford

NEW YORK, Sept. 14—A young man's memories will be the focal point of Lucky Strike's advertising this fall as Frank Gifford takes over as a spokesman for the brand.

Mr. Gifford, former All-American and all-pro football selection, was a star halfback with the New York Giants for many years. He is now a sportscaster.

In his work for the American Tobacco Co., which starts in mid-October, Mr. Gifford will look back on 15 years of football as a lead-in to the Lucky Strike slogan: "Remember how great cigarets used to taste? Luckies still do."

■ He will be seen in tv commercials on "Cheyenne" (ABC) and the "Dick Powell Show" (NBC) and in subway and railway posters in New York and Chicago. He will be heard in radio announcements in the Rocky Mountain area.

Color pages featuring him will run in *Life, Look* and *The Saturday Evening Post.* B&w 825-line ads will run in *Grit* and *Sporting News.* Newspaper ads may be used in 1962.

Batten, Barton, Durstine & Osborn is the agency for Lucky Strike. #

More Media Okay Florida Discount Plan

TALLAHASSEE, Sept. 14—A move by the Florida Development Commission to encourage advertising by cities, counties and chambers of commerce by securing media discounts for all was outlined here this week.

Under the plan, the locals would be billed by newspapers and magazines at the same rate which the commission received on its own advertising schedule. At the end of a contract period, rebates, where applicable, would be made by media to all concerned—if the sum total of all ads exceeded the commission's contracts.

Spurred by Louis Benito Advertising, Tampa, which handles the commission's $900,000 tourist ad budget, the concept last week (AA, Sept. 11) was reported to have found approval among 19 top magazines and 13 major city dailies. This week, however, ADVERTISING AGE learned that 29 more newspapers and at least one daily group said they would also go along.

■ According to Wendell Jarrard, chairman-director of the commission, cooperative tourist ad promotion would cut the locals' ad costs by $200,000 a year. He explained that it "would allow Florida advertisers deriving ad budgets from tax funds to enjoy volume discount rates earned by the total volume of advertising."

To qualify (and this has been stipulated by most media), the locals will have to run a uniform identification along with their logos. In its monthly newsletter, "The Developer," the commission proposed two different emblems—one for industrial ads, and the other for tourist copy.

The tourist symbol showed an outline of the state with "Florida" in big letters, and the legend, "There's so much more to come back to in Florida." The industrial symbol depicted a factory with palm trees, and this copy: "Your future's in debt-free Florida."

■ Here are some reactions to the commission plan:

• Lew Price, publicity director of the city of Miami, which recently pooled its ad resources with Miami Beach to create a $250,000 metro-Miami tourist budget, said:

(Continued on Page 142)

U.S. Agencies Split World into 4 Parts

WASHINGTON, Sept. 14—While East and West try to settle whether it's to be one world, two worlds or a completely atomized world, the U.S. Travel Service has decided to split it up into four parts, advertising-wise, that is.

The new tourism arm of the U.S. government, injecting a little geopolitics into the advertising corpus, has parceled out overseas areas for research assignments to four agencies. To wit:

• Batten, Barton, Durstine & Osborn has been assigned France, Italy and Germany.

• Kenyon & Eckhardt gets the United Kingdom.

• McCann-Erickson will work on Brazil, Venezuela and Mexico.

• J. Walter Thompson Co. is assigned Australia and Japan.

■ The agencies will explore their respective territories and report back on the potential market for tourism to the U.S. #

Highlights of This Week's Issue

George L. Clements, president of Jewel Tea Co., says a proposed federal Office of Consumer Counsel, designed to help consumers, might in fact work against them Page 4

Advertising Age will hold its third annual workshop on advertising agency administration and financial management at the La Salle Hotel, Chicago, Oct. 30-31 Page 20

Journal of the American Medical Assn. article reports a statistical association between heavy cigaret smoking and the occurrence of coronary heart disease but qualifies any causal relationship Page 26

U. S. Army information office offers aid to advertisers and agencies on authenticity and Pentagon okays for their Army-oriented campaigns Page 28

Federal Trade Commission orders 58 publishers and national distributors of magazines, comics and books to provide sworn information about any irregular promotional arrangements they may have carried on during the past 18 months Page 32

McGraw-Hill's third annual survey of overseas operations of U. S. companies reveals that the European Common Market attracts U. S. companies Page 34

Kevin B. Sweeney says radio can hit $90,000,000 in new business by 1963 if it "sells consistently enough and intelligently enough" Page 39

Pet Milk and Nestle's chocolate will launch the biggest recipe-book insert ad program in food industry history in October Page 48

J. Norman Goddess, general counsel for several Illinois printing groups, attacks the broadened tax structure under which Illinois is now taxing the publishing industry Page 61

Newspaper and magazine advertising expenditures rose 36% between 1959 and 1960, from $32,900,000 to $44,744,000 Page 64

Campbell-Ewald, in cooperation with the University of Michigan and Wayne State University, sponsors an on-the-job intern program designed to train promising and interested journalism and art students in the basics of creative advertising Page 66

Paul C. Harper Jr., president, Needham, Louis & Brorby, says television programming reflects the public's taste less than it affects it Page 68

William R. Forrest, senior vp and chairman of the plans board of Foote, Cone & Belding, says the lessening of product differences will lead advertising to concentrate more on such things as the reputation of the product and esthetic values Page 70

General Mills will use heavy newspaper and television advertising to introduce five new Betty Crocker refrigerated products, beginning Oct. 1 Page 71

Hoover Co. will promote its electric home cleaners this fall in ads illustrated with candid photos of Americans in action in their homes Page 78

Sanna Dairies will use chocolate-scented ink, postcards from Switzerland and native-costumed young ladies to introduce Swiss Miss instant hot chocolate Page 86

Rufus A. Bastian, former art director of Gimbel Bros., says "Big ad agencies are stuffed with expendables at the expense of the advertiser!" Page 88

General Electric Co.'s fall campaign will feature a report from a New York tv service company showing General Electric television sets have a smaller proportion of factory failures than the receivers of any other make Page 94

Edmund W. J. Faison, president of Visual Research International, says visual research will help marketers achieve competitive advantages in the booming European economy Page 104

Lester Wunderman, president of Wunderman, Ricotta & Kline, predicts that "direct marketing" between manufacturer and consumer will replace the retailer mail-order business Page 106

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Elgin Yule Ads Push High End of Watch Line

ELGIN, ILL., Sept. 13—Elgin National Watch Co., which has put most of its advertising dollars behind its low-price watches in the past few years, will make a major shift this fall.

Its new pre-Christmas campaign will concentrate on watches over $50, including the Lord and Lady Elgin lines, and will promote the jewelry store as "gift-giving headquarters." Previous national ads heavily featured the Sportsman-Starlite line, which starts at $19.95.

Elgin has purchased full sponsorship of three NBC-TV news specials this fall: "The Good Ship Hope" Nov. 28, "Overseas Bases" Dec. 7, and "Peace Corps" Dec. 15.

The company will also use from six to eight b&w pages in *Life* and *Look* during November and December.

This will be the first campaign for Elgin's new agency, McCann-Marschalk Co., New York, which succeeded J. Walter Thompson Co. this summer (AA, June 12). The company said a "major share" of its annual ad budget—estimated at $1,500,000—will be put behind the fall drive.

■ "We will lay particular stress on the point that a jewelry store is 'gift-giving headquarters' and that a watch is not just a watch, but a fine piece of jewelry with inherent pride of ownership," explained William E. Koch, marketing vp.

"We don't want to abandon the low-price line," he added, "but we feel that dealers' cooperative advertising will take care of that. They stress price because that's usually the only news they have to tell in their ads."

■ Mr. Koch said he believes the type and content of the three tv shows will help enhance the image of Elgin and its jewelers. "I certainly hope this trend toward public service-entertainment programs continues, and that more and more of these shows become available for sponsorship," he said.

Image-building advertising, a new tack for the watch company, has the long-range objective of building up the Elgin name. The 97-year-old company recently added a clock line, and is seeking further diversification in the consumer field.

The hope is that any consumer product can be enhanced by giving it the Elgin name. "We believe," said Mr. Koch, "that Elgin is one of the better names in the consumer field." #

CARPET GUIDE—*Mand Carpet Mills, Los Angeles, will run a b&w bleed center spread and an eight-page 6x9" full-color guide in the October issue of Sunset Magazine. It is the largest home furnishings ad ever to appear in the magazine. The guide will promote the fibers, weaves and colors of Royalweve brand carpeting. Malcolm Steinlauf Agency, Los Angeles, handles the account.*

Owned Stations Give Nets Big Profit: FCC

3% of Nation's TV Outlets Earn 25% of Total Profits, FCC Tabulation Reveals

By Maurine Christopher

NEW YORK, Sept. 12—How three networks, operating only 3% of the nation's tv stations, manage to reap 25% of U. S. tv stations' total profits is shown by the latest Federal Communications Commission's tabulation of television income.

The two factors that emerge most vividly from this 1960 report are (1) the increasing network dominance in the field, partly through block buster major market stations and (2) the emergence of talent and programming as the networks' biggest source of revenue (AA, Sept. 4).

As of the last FCC count, the three networks among them owned less than 3% of the country's tv stations—15 out of a total of 530. But these 15 big market stations accounted for 18% of all U.S. stations' total volume and 25% of their total profits.

Even non-figure minded observers were struck by the way the billings mount in favor of these big city network-owned stations.

■ More than one-sixth of all the dollars that filtered to stations from network time sales went to the 15 network-owned stations. They were paid $29,900,000 out of a total of approximately $164,700,000. This left $134,800,000 to be shared by 495 non-network owned affiliates. There were about 20 independent commercial tv stations in 1960.

About $1 out of every $4.50 spot tv dollars went to the networks' 15 owned stations. Their share: $100,300,000, against $358,900,000 for the other 515 U.S. commercial stations.

■ Approximately $1 out of every $7 spent in local television went to these stations. Their local billings were put at $30,800,000, against $185,000,000 for the other 515 stations.

The network-owned stations were the major beneficiaries on the line that matters most—total broadcast

(Continued on Page 82)

California Dairy Group Switches to McCarty from C&W

SACRAMENTO, Sept. 13—The Dairy Council of California has assigned its advertising account to McCarty Co., effective immediately.

The dairy account, which bills an estimated $125,000, was formerly with Cunningham & Walsh.

McCarty, which handles several other cooperative advertising accounts in the agricultural field (California and Arizona grapefruit advisory boards and California Potato Board), said it plans a radio and newspaper campaign for the dairy council designed to "glamorize" milk as a beverage "favored by young moderns."

The business will be handled by the agency's San Francisco and Los Angeles offices. #

Sunlite Switches to Quality Bakers

SAN FRANCISCO, Sept. 13—The $200,000 a year Sunlite Bakery Co. account, San Jose, Cal., will move Oct. 1 from the San Francisco office of Batten, Barton, Durstine & Osborn to the advertising division of Quality Bakers of America at New York.

The San Jose baked goods firm has been a member of Quality Bakers, which is a national cooperative of 137 bakeries, for some 10 years and has previously used all its services but advertising.

■ BBDO has handled the account the past eight years and the termination, according to Michael Lavelle, advertising manager of Sunlite, "has been arrived at with great regret and is due only to the constant increase in media production costs."

Sunlite distributes baked goods in five Northern California counties.

WHO WILL LOOK AT HER LEGS IF YOU DON'T LOOK AT HER FEET? A GIRL CAN HAVE BEAUTIFULLY SHAPED LEGS, BUT IF HER FEET ARE RUINED BY ILL-FITTING SHOES, HOW CAN SHE STAND STRAIGHT AND TALL WHEN SHE IS OLDER? ALEXANDER'S WANTS HER AS A SHOE CUSTOMER FOR LIFE: CHECKS THE FIT 4 TIMES, 4 WAYS, TO BE SURE TOES DON'T CURL UNDER, HEELS NEVER SLIP, AND STURDY LEGS GET THE SUPPORT THEY DESERVE FOR WHISTLES LATER. ALEXANDER'S EXCLUSIVE 'FOOTGUIDER' SHOES FOR GROWING FEET COME IN 270 SIZES, 222 STYLES AND COST ONLY $4.99 TO $9.99 FOR GIRLS (AND BOYS). AT ALEXANDER'S

FEET—*Alexander's Department Store, New York, will feature its own Footguider shoes in New York newspapers. Smith/Greenland Co. is the agency.*

Malay Tin Group Adds Its Ad Voice to Soft Drink Can-vs.-Bottle Battle

WASHINGTON, Sept. 12—Even the miners are getting into the battle for a bigger share of the throwaway container market in the soft drink industry. Four-color inserts in current issues of *National Bottlers' Gazette* and *Bottling Industry* herald the Malayan Tin Bureau's entry in the booming throwaway can business.

According to R. D. Coursen, director of the bureau, it probably represents the first time a raw material producer has added its advertising efforts to those of the steel industry, can companies and soft drink canners.

Currently, eight of every ten cans used for soft drinks contain Malayan tin.

The ad inserts will be mailed to 5,000 U. S. bottlers, and "to every company involved" for sales promotion activities.

Gray & Rogers, Philadelphia, is the agency. #

Local Media Should Give Commission for Local Ads, Bernstein Tells Group

Better Designed Product Easier to Advertise, Latham Tells AAAN

CHICAGO, Sept. 14—S. R. Bernstein, editorial director of ADVERTISING AGE, today expressed hope that local media ultimately will begin allowing commissions to agencies for local advertising.

In a speech at the annual meeting of Affiliated Advertising Agencies Network, Mr. Bernstein said he hoped that "the agency commission system will ultimately be extended into areas where it does not now reach—and notably into the area of local or retail advertising.

"If local media—especially newspapers and radio-television stations—were to make local advertising commissionable in the same way that national advertising is now commissionable, I think two things would result," he said. "First, a tremendous new area of development would open up for all advertising agencies. Second, and far more important, the general level of retail advertising would improve tremendously, with corresponding benefits to the advertisers and the local media, as well as to the agencies."

■ Mr. Bernstein said he also hoped that "media will continue to extend commissions to advertising agencies which they do not extend to direct buyers; I think this system is sensible and logical and works well for all concerned."

Turning to the size of the agency commissions, Mr. Bernstein predicted that agencies "will tend more and more to develop a fee system and to move away from compensation based on commissions. The agency will continue to collect commissions from media, but it will credit these commissions to the client against its fee, as I am sure some of you do now.

"Unless I am badly mistaken, most of you cannot operate now on 15% of the billings you handle," Mr. Bernstein said. "You probably require much closer to 20%, on an over-all basis, and in the case of many accounts, I am sure it must be considerably higher than this.

■ "In some cases you are collecting this perfectly proper compensation in an open-and-shut fee

(Continued on Page 150)

Six Agencies Vie for Grant's Scotch

NEW YORK, Sept. 14—Austin, Nichols & Co., importer of Grant's scotch whisky, will interview six agencies next week to find a successor to Alfred Lilly Co. to handle the brand.

These are the agencies: Victor A. Bennett Co.; Doherty, Clifford, Steers & Shenfield; Geyer, Morey, Madden & Ballard; Hockaday Associates; Rockmore Co.; and Ben Sackheim Inc.

While Lilly will continue to handle other Austin, Nichols brands, notably Wild Turkey whisky, the Grant's move represents a partial breaking up of an unusual relationship. The account, billing some $500,000, is handled at Lilly by Charles Mosler, who is also advertising manager of Austin, Nichols.

Mr. Mosler said the decision to find a new agency resulted from "an agreement to disagree." He said he had no hand in making the decision, nor would he take part in the agency interviews.

Austin, Nichols named Mr. Mosler advertising manager some 20 years ago, while he was with the agency. #

Ah There, Santa . . .

Gulton to Push Its Life Lite as Yule Gift Item

METUCHEN, N. J., Sept. 13—Flashlights aren't usually regarded as gift items, but that's the way Gulton Industries plans to advertise its line of Life Lite rechargeable flashlights this fall.

Gulton said it will spend $150,000 on a 67-station buy on the "Jack Paar Show" (NBC-TV), a nine-city spot tv blitz, trade magazines and co-op newspaper ads in November and December. Compton Advertising, New York, is the agency.

After discovering that about half of all Life Lites sold were purchased as gifts, Gulton last year ran a spot tv test in six markets emphasizing that angle. Sales rose 48%. The flashlights sell for $5.95 and $9.95. #

White King Names D&C, EWRR for New Proprietary Brands

LOS ANGELES, Sept. 13—White King Soap Co. will enter the proprietary drug field via the introduction later this month of Zing, an "over-indulgence" remedy in pill form, and Tone Up, a rubbing alcohol to be marketed in an aerated can.

The company said that initially the products would be test marketed only in Southern California and would be supported exclusively with cooperative ad funds. Distribution is still being arranged, White King added.

Handling the new line of proprietaries will be a newly created drug division, headed by Sidney Wallis, who recently joined White King from Reynolds Metals Co.

■ White King has assigned the Zing account to Donahue & Coe and Tone Up advertising to Erwin Wasey, Ruthrauff & Ryan. #

Clawson Leaves Agency

James C. Clawson, for the past 30 years an account executive and executive supervisor on the Republic Steel account, has resigned as vp, secretary and director of Meldrum & Fewsmith, Cleveland.

Richard Best Names Barbetta

Richard Best Pencil Co., Springfield, N.J., has appointed Barbetta/Miller Advertising, South Orange, N. J., to handle its advertising.

Consumer Counsel Can Hurt Own Aim of Aiding Consumer, Clements Asserts

Food Editors Hear Jewel Head Hit Plan; Chicken Is Reported No. 1 Entree

CHICAGO, Sept. 13—A proposed federal Office of Consumer Counsel, designed to help consumers, might in fact work against them, according to George L. Clements, president of Jewel Tea Co., grocery chain.

"Experience indicates that professional spokesmen invariably attempt to make a judgment as to what is good for the consumer, thus interfering with the freedom of choice and the freedom to compete," Mr. Clements told a session of the Newspaper Food Editors Conference this week.

As an example, he cited a case in California where a state consumer counsel attempted to make sure packages of frozen peas carried the precise weight shown on the package. Slight weight variations resulted from high-speed packing machines, he said, but the packing operation helped reduce costs.

If the state had enforced the precise weight requirement, he said, "it would have added to the prices paid by the consumers for frozen peas."

■ He admitted that there are some abuses in the area of packaging, and that "some fractional weights and prices are confusing," but he said most of these are attempts "to provide consumers with a choice of sizes or to fit the size to a 'natural price.' "

NEW PRODUCT, NEW PACKAGE—*Roman Meal Co., Tacoma, will introduce an instant version of its Roman Meal cereal this fall and has created a new package design to tie in the instant and the regular cereals. The old package is shown on the left.*

Referring to present day food prices, Mr. Clements noted that before World War II, consumers spent 23% of their income for food, while the same food today would cost 14.5% of total income. But because of a wider variety of more desirable items, consumers now spend about 20% of income on food—"40% more than necessary to maintain their prewar standard of living."

■ Whole fresh chicken is the most popular main meal dish in the U.S., and vanilla ice cream is the favorite dessert, according to R. T. French Co.

French released findings of a survey of meals of 4,000 families over a one-year period, done by Market Research Corp. under sponsorship of French and several other food companies.

It was estimated that for every 100 times chicken is served, beefsteak is served 99 times, ham 84 times, roast beef 70 times, and hamburger 63 times. (The survey did not cover lunch menus, still a hamburger stronghold.)

Among desserts, for every 100 servings of vanilla ice cream, there were 71 servings of vanilla white cake, 68 of chocolate cake, 53 of apple pie and 24 of yellow cake.

■ Borden Co., New York, announced nine new food items at the food editors conference, including a non-refrigerated companion to its 900-calorie Ready Diet refrigerated and frozen versions.

Other Borden items include two low-fat milk products, au gratin potatoes, refrigerated rolls, two cheese products, dehydrated potato soup and oregano seasoning.

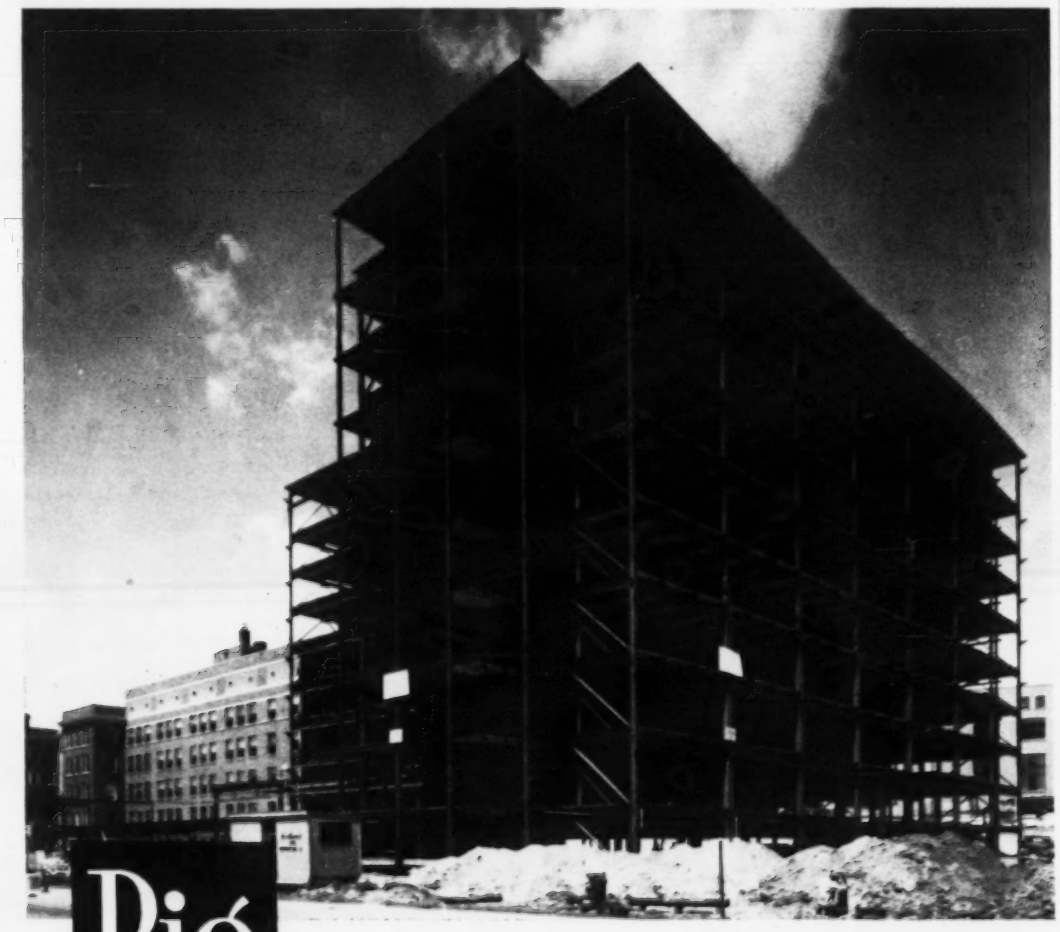
CONSUMER COUNSEL STILL UNDER STUDY

WASHINGTON, Sept. 14—The proposal for a consumer counsel on the White House staff is still under study and is expected eventually to materialize in some form.

The need for some special unit to look after the welfare of consumers was stressed by President Kennedy during the 1960 election campaign. White House sources said today that while the plan is still under study, it is regarded as "an absolute political commitment," and "there is no question about it."

Earlier this year the plan was known to be before the President's Council of Economic Advisers.

■ Sen. Estes Kefauver (D.,Tenn.) has suggested a "Department of Consumers," with cabinet status. But the administration plan is believed to be considerably more limited, consisting primarily of a unit which would maintain liaison with consumer organizations and investigate complaints about government policies that allegedly injure consumers. #



Big.

1st in Illinois in ROP Retail Color

●● AND STILL GROWING FASTEST IN ILLINOIS!

REMARKABLE ROCKFORD

Remarkable Rockford continues to push out and up. Expansion, like the $6,200,000 addition pictured above, is typical. Another hospital is relocating in a new $5,000,000 set up . . . more space to handle basic needs of the ever-growing population of Illinois' fastest growing city. And where there's building, there's business. Get your share. Reach these ready-to-buy people in the . . .

ROCKFORD
MORNING STAR &
Register-Republic

Greensboro—
GREEN THUMB OF THE NEW SOUTH'S MARKETS

In the Top 20 in Total Retail Sales

Stands Out in Furniture, Household, Appliance Sales

Plant your household advertising in Greensboro—the market with a knack for making sales grow. Greensboro sells a lot of furniture, household goods and appliances—trails just behind such primary markets as Knoxville and Little Rock. 19.5% gain 1960 over 1954—a not uncommon sales gain for advertisers in the Greensboro News & Record—the only medium with dominant coverage in the Greensboro Market and selling influence in over half of North Carolina. Over 100,000 circulation; over 400,000 readers.

Write on company letterhead for "1961 Major U. S. Markets Analysis" Brochure of all 300 Metropolitan Markets.

Greensboro—In the Top 20 Retail Markets of the South and in the Top 100 of the Nation

Greensboro News and Record
GREENSBORO, NORTH CAROLINA

Represented Nationally by Jann & Kelley, Inc.

Is your advertising "getting through"?

Here's how advertising gets through in This Week Magazine

"THE advertisement headlined "Win These Race Horses," placed for Kentucky Club by the Charles W. Hoyt agency, produced from the March 12, 1961 issue of THIS WEEK the largest return that any magazine has produced in this campaign, which has been running for eight years with increasingly successful results.

"THIS WEEK alone produced 74,749 returns with proof of purchase at a cost of $.82 per return. We consider this an outstanding example of the way carefully created, direct-appeal advertising 'gets through' to the largest circulation in the country through THIS WEEK Magazine and 'makes things happen'—for readers and for advertisers."

Stuart F. Bloch

STUART F. BLOCH
Director of Advertising

More people will read and respond to your advertising in THIS WEEK than in any other magazine

CIRCULATION MORE THAN **14,100,000**

This Week MAGAZINE

Socio-Economic 'By-Products' of Oil Told in Jersey Standard's New Drive

Print Effort, Handled by NL&B, Is Budgeted at $950,000 for 1962

NEW YORK, Sept. 13—Standard Oil Co. (New Jersey) this week resumed an institutional magazine campaign which was halted last year, after Jersey Standard's former agency, Ogilvy, Benson & Mather, resigned to take on the Shell Oil account.

Jersey's new schedule, handled by Needham, Louis & Brorby, stresses the "beneficial side effects" of the company's "free enterprise" around the globe. It uses pen-and-water-color art—the product of a Dutch artist named Jo Spier, who is no stranger to Jersey—and primer-like copy.

Titled, "How minding our own business gets a lot of other things done," each four-color spread presents a case history from Jersey's files. The first deals with the island of Haiti, where Jersey's Caribbean affiliate helped natives fight top soil erosion by introducing a kerosene stove—thus sparing trees which ordinarily would have been felled for fuel. Another ad in the series is on company hospitals built near Venezuelan refinery sites.

■ William P. Headden, in charge of advertising at Jersey's corporate pr level, said domestic situations will be used as well.

"In the meantime, we're showing the campaign to about 50 worldwide affiliates and asking for ideas. In our opinion, there has been too little general knowledge of unusual aspects of a straight business venture—whether it's gas, oil, or toothpaste," he said.

He added that his department and Stephen Bell, NL&B account man on Jersey, had sifted through "20 or more" approaches before culling two finalists. "These were researched by Elmo Roper & Associates against five or six corporate campaigns on other companies—some of which had won *Saturday Review* awards."

Jersey has budgeted $280,000 for the rest of 1961, and $950,000 for 1962, for the series. It is running in *Atlantic Monthly, Harper's, Newsweek, The New Yorker, The Reporter, Time* and *Saturday Review*. Mr. Headden also said Jersey is "close to making recommendations" on institutional tv. ≠

ROUND THE WORLD—*A new series of corporate-image ads for Standard Oil Co. (New Jersey) will start in the September issues of Atlantic, Harper's Magazine, The New Yorker, Time, Newsweek, The Reporter, and Saturday Review. Using watercolor illustrations by the Dutch artist Jo Spier, the ads will report some of the little-known benefits that stem from the normal conduct of the company's worldwide business. Needham, Louis & Brorby is the agency.*

CBC Sells All Available Fall Shows in 6 Weeks

TORONTO, Sept. 14—Within six weeks of the start of its sales campaign for the CBC-TV network fall schedule, CBC Network Sales had found sponsors for all of the regular programs available for sale in network time, Doug Nixon, CBC network programming director, reported today.

"This is a record for CBC," Mr. Nixon said, "showing continued sponsor interest in reaching the greatest number of markets available in Canadian television."

The programs include 10 Canadian-produced shows occupying six hours of network time each week. They range from "Playdate," a 60-minute drama series, through music and variety shows (Don Messer's "Jubilee," "Parade," "Country Hoedown," "Juliette" and "The Tommy Ambrose Show"), panel shows ("Live a Borrowed Life" and "Front Page Challenge") and sports (NHL Hockey and "The King Whyte Show").

■ When programs not available for sponsorship and network specials are included, Mr. Nixon said, Canadian content of the full daily CBC-TV network service is slightly more than 65%.

Bill Cooke, manager of CBC-TV Sales, said the network shows, both Canadian and U. S. produced, attract coast to coast audiences, "and that's what the sponsors want. We knew we had salable programs and we went out and sold them."

Mr. Cooke noted the number of new sponsors buying into the network (Coca-Cola Ltd., Philips Electronics Industries Ltd., Westminister Paper Co. Ltd., Ralston Purina Co. Ltd., and Pepsi-Cola Co. of Canada Ltd.), and the return of Procter & Gamble. P&G has bought into four shows: "The Garry Moore Show," "Playdate," "Car 54 Where Are You?" and the "Juliette" show.

■ Two of CBC's new shows were sold to the network by NBC (Canada) Ltd., George W. Harper, vp and general manager of the new NBC subsidiary, said. "The Tab Hunter Show" and the new, hour-long "Dr. Kildare" series were bought by CBC.

The third Canadian tv program sold by NBC (Canada) Ltd. is "The Loretta Young Show," 57 episodes of which will be seen in 19 key Canadian markets. "The Tab Hunter Show" is sponsored in Canada by Jergens Lotion through Vickers & Benson Ltd. ≠

LaTucky Joins Whitten

James S. LaTucky, formerly an account manager of Sutherland-Abbott, Boston, has joined Edmund S. Whitten Inc., Boston. At the same time, the agency has changed its name to Whitten-LaTucky.

what good is half of a **reputation?**

By Charles H. Brower
President and Chairman of Executive Committee
Batten, Barton, Durstine & Osborn, Inc.

"No purchaser of any important product ever bought it without some thought about the company who made it.

"And nobody ever had an opinion about a company that was divorced from the products it made.

"The time may have arrived when we stop kidding ourselves about what is 'product' advertising and what is 'institutional.'

"For either without the other is half a reputation. And nobody ever got anywhere with that.

"It is wrong to think that customers concentrate their attention on the product, and investors on the company. For the customer today is likely to be an investor, and the investor a customer.

"Who would chance half a reputation with either?"

SPONSORED BY BARRON'S (THE NATIONAL BUSINESS AND FINANCIAL WEEKLY **BY DOW JONES**)

A child learns to read—and suddenly an exciting new world begins to open. It starts slowly. *Mother. Friend. Lucy.* Then a few words are strung together like brightly colored lights. *I love candy. Throw me my red ball. I have a puppy.* Then the words get bigger, and the sentences longer, and the ideas more complex. *The square of the hypotenuse equals the sum of the squares of the other two sides. Those who deny freedom to others deserve it not for themselves. All the world's a stage, and all the men and women merely players.* The child grows. And the mind grows. And the world grows with it. ■ Reading is one of the most vital forces in our lives. It can open up a hundred new horizons. It can tilt the balance in the struggle for men's minds. It can give us hope, and courage, and sustenance and make us weep, and laugh, and think, and pray. Reading is the mainstream of the world we live in. Now, in the new Saturday Evening Post...suddenly reading becomes a new adventure!

The Saturday Evening POST

A CURTIS MAGAZINE

Babies Will Win 5,000 GE Dishes in Heinz Contest

PITTSBURGH, Sept. 13—It's post time for the Heinz baby food $75,000 added-prize event for two-year-olds and under.

Officially called the Heinz Baby Dish Sweepstakes, the promotion offers 500 GE baby food warmers each week for ten weeks during the sweepstakes period, which will close Dec. 8, 1961.

To enter the sweepstakes, consumers will write their names, addresses, and "Heinz Safety Seal Caps" on the backs of any Heinz baby food labels, cereal boxes, or plain sheets of paper. Entries are to be mailed to Heinz Baby Food Sweepstakes, Box 57S, Brooklyn 1, N.Y.

No limit is placed on the number of entries per envelope, nor on the number of times a consumer may enter, Ben Anderson, Heinz baby food product manager, said. Entries not selected in weekly drawings will be eligible for all subsequent drawings until the sweepstakes close.

An electrified version of the water-jacketed baby dish, the GE Baby Food Warmer has three sections that hold up to a full jar of baby food each, thus allowing mothers to prepare the baby's dinner in 10 minutes without pots and pans. An indicator light signals when food is warm.

Five tv commercials, with an estimated total of 33,000,000 impressions, will promote the sweepstakes on five Heinz-sponsored daytime shows on NBC-TV in October.

■ Special Baby Dish Sweepstakes ads will run during October in *This Week*, *Parade*, and *Family Weekly*, as well as in Sunday supplements of the *New York News*, *Chicago Tribune*, *Philadelphia Inquirer*, *Atlanta Journal-Constitution*, *Louisville Courier-Journal*, *Columbus Dispatch*, *Toledo Blade*, *St. Paul Pioneer Press*, *Seattle Times*, *Los Angeles Examiner*, *San Francisco Examiner*, and the *Pittsburgh Post Gazette-Sun Telegraph*. More than 35,000,000 impressions will be produced by this coverage.

October consumer and baby magazines carrying sweepstakes ads will include *American Baby*, *Baby Post*, *Baby Talk*, *Ebony*, *Family Circle*, *Parents' Magazine*, *Woman's Day* and *Your New Baby*. Additional backing is planned in service copy ads in *Modern Romances*, *Redbook*, *True Confessions* and *True Story*, as well as in the magazines earmarked for special sweepstakes ads in November.

More than 240,000 readers in the grocery trade will be told of sweepstakes details in ads scheduled for October issues of leading national and regional trade publications. Heinz will supply case cards and entry blank pads for retailers who build special displays during the promotion period. Entry coupons will also be enclosed in the Heinz direct mail program to new mothers during the sweepstakes period.

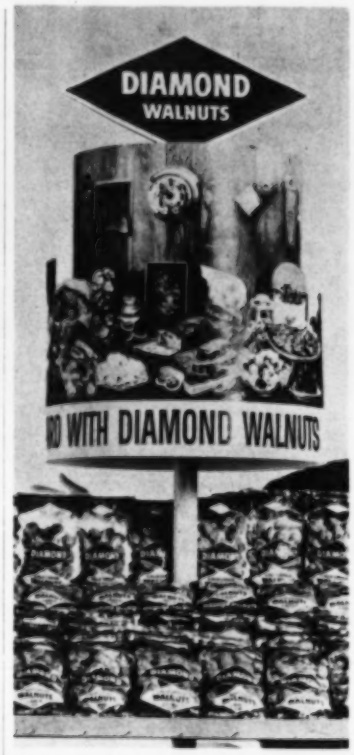
Maxon Inc., Detroit, is the Heinz agency. #

Neiser Opens Offices

J. B. Neiser has opened his own advertising, sales promotion and public relations company, J. B. Neiser & Co., with offices at 520 E. St., San Diego. Mr. Neiser was formerly an account executive of Champ, Wilson & Slocum, specializing in real estate and building trades. At the same time, William A. Houser, formerly with Champ, Wilson & Slocum, has joined Neiser as a vp and account executive.

Curfman Joins Ovaltine

Ovaltine Food Products, Villa Park, Ill., division of Wander Co., has appointed James H. Curfman product manager-confections, a new post. Mr. Curfman was previously with Curtiss Candy Co. as brand manager of Bar Line.



IT'S THE NUTS—*Diamond Walnut Growers includes this revolving display unit among its in-store promotional material this fall.*

Walnut Growers Set Push in Supplements, Magazines This Fall

STOCKTON, CAL., Sept. 13—Magazines and Sunday supplements will carry the bulk of fall-winter advertising by Diamond Walnut Growers.

Dennis C. Bruner, advertising manager, said the campaign will also include in-store material, tie-in projects and "intensive" sales promotion and publicity.

In November, ads will appear in First 3 Markets Group, *Parade*, *This Week Magazine* and independent supplements. In December, color pages will run in *Better Homes & Gardens*, *Family Circle*, *Farm Journal*, *Good Housekeeping*, *Redbook*, *Successful Farming* and *Woman's Day*.

An October-November tie-in campaign with Nestle Co., and a General Mills tie-in cake feature in the November *Ladies' Home Journal* will be included in the program.

■ Ads to reach educators are scheduled in *Forecast for Home Economists* and *What's New in Home Economics*. These will feature two-color inserts in November and one-third page b&w ads in December.

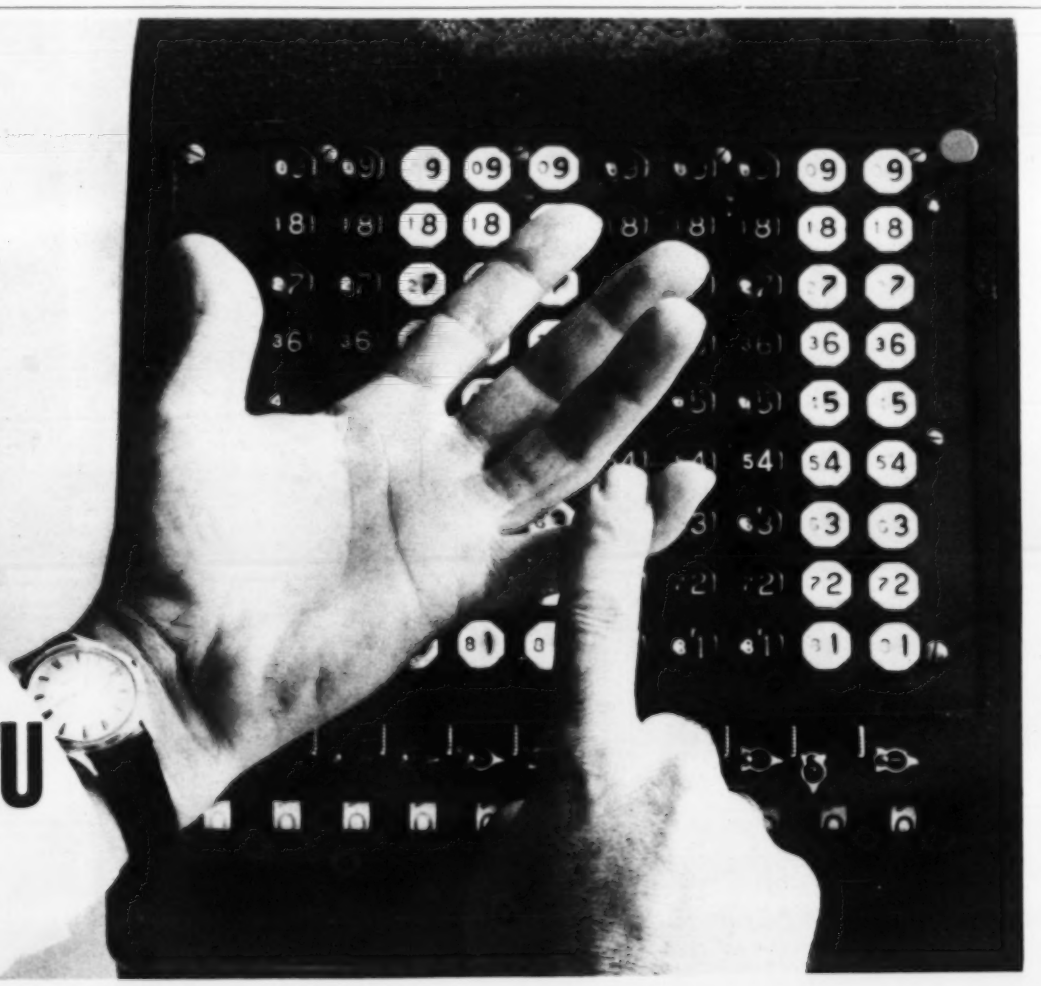
A heavy trade schedule also is planned, leading off in October with an eight-page color insert in *Supermarket News*, followed by ads in *Chain Store Age*, *Progressive Grocer*, *Yankee Grocer* and six local unaffiliated publications in November.

McCann-Erickson, San Francisco, is the agency. #

Hanover Launches Magazine, Plans Two More for 1962

Hanover Press, London, has launched the first edition of *World Aviation Electronics*, directed at people in the aviation field who buy or use electronic equipment. Initial circulation is 10,000 for the magazine, which is distributed in 150 countries. Table of contents is printed in English, French and German.

Hanover is planning two trade publications for next year, *World Marine Electronics* and *World Medical Electronics*. Hanover is represented in the U.S. by Albert Spitzer & Associates, Los Angeles.



NO MATTER HOW YOU FIGURE IT... CUSTOMERS COUNT MORE THAN NUMBERS!

Obviously...but how do you find the customers in the New York market's maze of boxcar numbers? Easy...axiomatic...spend your advertising dollars where the local retailers spend theirs. They have to reach *customers*... economically, efficiently, every time! And apparently they find their best customers in New York's Quality Evening Newspaper—the World-Telegram. That's why—year after year—they give the World-Telegram evening linage leadership in such key classifications as women's fashion, department stores, men's clothing stores, shoe stores, total retail—where customers mean everything! Get the full story...now!

World-Telegram

New York's Quality Evening Newspaper

Scripps-Howard General Advertising Offices: 230 Park Avenue, New York City • Chicago • San Francisco • Detroit • Cincinnati • Philadelphia • Dallas • Los Angeles

More U.S. Senators read Newsweek than any other newsweekly magazine

The Senate—the world's greatest deliberative body—totals but 100 individuals. Its influence on the nation's destiny is immeasurable.

To determine the readership of the newsweeklies among this powerful group, Newsweek requested Walter Gerson & Associates, a market research organization, to conduct a survey. Of the 89 Senators responding, more had read Newsweek within the past two weeks than any other newsweekly magazine.

When you're in Washington, via Newsweek, you're among friends!

Newsweek . . . ahead of the news, behind the headlines . . . for people at the top

Most Admen Like 'Post's' New Look

Editorial Spacing Seen Advantageous; Some Call Modernization Superficial

NEW YORK, Sept. 14—A majority of advertisers and agency principals queried by ADVERTISING AGE this week applauded the restyled *Saturday Evening Post*, whose "revolutionary" Sept. 16 issue reached newsstands with nearly 82 pages of advertising and $3,356,372 in revenue.

Reactions ranged from "exciting" and "lively" to "I-liked-the-old-book-better." Most recurrent comment was that Curtis made a "wise move" in altering the *Post* along extremely modern lines.

The revamped magazine bowed with a new cover and title page; a new feature, "Speaking Out—the Voice of Dissent"; a seven-page editorial opener on Casey Stengel; "People on the Way Up," a photo-heavy feature; precedent-setting editorial spreads created by ad designers; an expansion of the "Post Scripts" humor page to four pages; and a switch to the back of the book for the *Post* editorial.

The change that found most favor with admen was the *Post's* decision to space story starts throughout the issue, thereby enhancing "reading flow" and "ad positions." Most agency people indicated they'd wait and see before increasing their investments in *Post* advertising.

William A. MacDonough, account supervisor on General Telephone & Electronics with Kudner Agency, said, "I like it. I'm impressed. It has a feeling of excitement and vitality. The average reader can start in the front and carry through, thanks to the partial elimination of material 'carried back' into the book.

"Before this," he said, "people treated the 12 or 15 important pages up front like, well, a menu. They picked what they wanted, then scanned. Now they must review the entire editorial section. It will be interesting to see how the *Post* maintains this," he added. General Tel's investment in *Post* advertising has been "very substantial," he said.

Samuel L. Fry, vp and media director of Ogilvy, Benson & Mather, said, "The magazine has spark and life. But I'm waiting to see three or four more issues." He said the *Post* had "a much more interesting, more vital and more lively editorial package" than what was shown admen at "a very disappointing pre-publication presentation."

Carl Nichols, president of Cunningham & Walsh, said, "It has bolder, more dramatic layout; very interesting book. I think it was a heck of a good move on the part of Curtis—but it remains to be seen how far the editors will go. There's been quite a switch in articles; some, in fact, are 'way out.' Perhaps the older generation might not go for them, but in the interest of attracting younger readers, I'd say it was a sound step." He added, "With the present-day appearance of some books, notably *Life* and *Look*, it might be hard to tell them all apart."

Herbert Zeltner, media director of Lennen & Newell, said, "The revamped *Post* is an impressive modernization. But frankly, we've become a little hard-nosed to presentations and claims. Advertisers and agencies base their evaluations on rock-like facts, such as circulations and costs." He thought there was "very little change in *Post* policies regarding ad position," and that L&N "would expect Curtis to keep modernizing its product. But as of now, the development is outside our core of concern."

William Bernbach, president of Doyle Dane Bernbach, declared, "The *Post* took a wise step. Anything would be an improvement; the old magazine was old fashioned. To bring itself up to date, the *Post* had to employ current, modern graphics."

William E. Matthews, vp and media director of Young & Rubicam, said, "I am reserving most of my comment. Let's just say it is an interesting and adventurous change from the past; the first step of a more exciting magazine Bob Fuoss has promised. I hope, however, that editorial intentions will be more evident in the future."

Frederic Papert, chairman of Papert, Koenig, Lois, felt, "It's not the design, but the substance, of a magazine that makes it great. *Ladies' Home Journal* has substance, but the *Post* looks like a warmed over *McCall's*. The old magazine was simple, plain and factual. I think a book's worth is in its meat, not its trim or title page." Added George Lois, vp of the agency, "I liked the old corny book better."

Hank Hunter, director of communications of Olin Mathieson Chemical Corp., stated, "The change was for the better—cleaner, more modern, more provocative. I liked the dramatic art treatment."

Frank C. Marshall, ad manager of Heublein Inc., thought, "It was a change for the good that will pep up the book." He favored the way "they've spread ads through the book and not bundled them up." Gathering cartoons in one spot, he felt, was a shortcoming. "They helped traffic through the book." Heublein was the sole liquor advertiser in the Sept. 16 *Post*.

George P. MacGregor, vp in charge of advertising and merchandising of Joseph E. Seagram & Sons, said, "The magazine displayed a desire to give every advertiser an even break." Layouts ran "almost like a universal joint" throughout the issue, he said.

Mr. MacGregor noted that the position held for years by Campbell Soup had disappeared, another indication of "the even break."

■ An executive of Prudential Insurance Co. saw the change as "an interesting departure, with intriguing innovations." He said his company was awaiting reaction before extending *Post* ad commitments.

At U.S. Rubber, an ad official said he was "well impressed," but that "some reaction around here was not so strong, probably due to the advance buildup." U.S. Rubber, he said, would "study the effect on the public" before stepping up its budget in a "greatly improved" magazine.

Curtis reported that its Sept. 23 issue, second with the new look, would carry about 39 pages of ads and have $1,596,190 in revenue. The Sept. 30 book will have 55 pages, representing $2,410,300. #

Shopping Center Guide Out

The 1962 *Directory of Shopping Centers in the U. S. & Canada* has been published by the National Research Bureau, Chicago. The directory lists 5,454 suburban shopping centers, showing size of the center, number of parking spaces, gross sales and availability of rental space. Also listed are the names of 39,323 tenant stores.

Dome Names Lyon Ad Head

Robert Lyon, formerly vp and account supervisor with Ted Bates & Co., has been appointed advertising and marketing director of Dome Chemicals, New York, a division of Miles Laboratories.

'POST' PROMOTIONAL TEAR—*The Saturday Evening Post had its own promotional crew prepare copy for this torn-poster technique to plug the magazine's new look. Some 1,200 of the 82x142" two-sheets are being used on the Eastern Seaboard and in Illinois, via Transportation Displays.*

Nalley's Sets Jingle Contest in Western Markets

TACOMA, Sept. 14—Nalley's Inc., specialty food manufacturer, on Wednesday broke a six-state newspaper campaign keyed to a "Country Cupboard Contest" with 1,001 winners and $101,000 in prizes.

The campaign runs through November in 75 newspapers in Washington, Oregon, Idaho, Montana, Utah and Northern California. Initial promotion employs two-color, seven-column ads. Nalley's terms this one of the largest consumer contests to be held regionally.

■ The contest calls for identification of five Nalley's food products. To make it easier for the consumer, only 12 food items are illustrated out of more than 200 that Nalley's makes. Seven of the 12 are identified. Clues to the five missing are contained in the ad and in merchandising display material.

Contestants must supply the missing names, enclose one Nalley's label, and complete the fourth line of this jingle:

'Go to Nalley's Country Cupboard,
You'll never find it bare;
It's filled with zesty flavors
(Example: You'll delight your family there).

First prize is an Owens Flagship cruiser and $5,000 in cash; second prize, a vacation for two in Paris for two weeks and $2,500 in cash; third prize, a Falcon station wagon and $1,500 in cash. There are 998 other prizes in merchandise.

The contest is part of the largest campaign ever undertaken by Nalley's and is the first major promotion since the account was taken over by Compton Advertising, San Francisco, earlier this year (AA, May 22). #

Scholastic Magazines Moves

Scholastic Magazines has moved its Chicago office to the Wrigley Bldg.

List Price Aids Shopper, Borden Testifies to FTC

It Also Helps Retailer, Harvard Economist Says at Regina Corp. Hearing

(For an FTC view of list prices, see story on Page 140.)

NEW YORK, Sept. 14—The first round of hearings in the Federal Trade Commission's test case on list pricing, brought against Regina Corp., ended today with repeated testimony that list pricing is a necessity, not an evil.

The case, which one FTC representative said "could well change the entire marketing structure of America," has the FTC contending that Regina's list prices are misleading, unfair to competition, and fictitious, since they are not the "usual and customary" prices prevailing in a given market.

The case is an extension of the pre-ticketing case which the FTC won last year against the Baltimore Luggage Co. In this "landmark" case, the company was forbidden to pre-ticket or use any other way to show "that any amount is the usual and regular retail price, when such amount is in excess of the amount at which the merchandise is actually sold."

■ Because of this precedent-setting decision, the FTC's presentation of its case against Regina consisted solely of brief questioning of Lannon F. Mead, Regina president, on the company's and his own background. The FTC also presented a raft of Regina dealer ads, many cooperative, featuring list prices, as well as the much lower selling prices.

The company, however, imported two noted witnesses, Neil H. Borden, professor of marketing, Harvard University graduate school of business administration, and Mort Farr, retailer and chairman of the board of the National Appliance, Radio & TV Dealers Assn.

Mr. Borden outlined the elements of marketing to the FTC: "Marketing must start with the consumer," he began. Then, after delivering a short lecture on the retail revolution brought by discounters, and after explaining discounts and markups, Mr. Borden testified that he felt Regina's list prices were "reasonable" and "quite in line with the historical markup pattern."

■ He further testified that list prices are a service to the consumer, since they tend to hold back overcharging, and provide an indication of value, giving the customer a "shopping comparison guide." Abolition of list prices would harm the retailer, he said, since they are "a real convenience to all retailers, and give the small retailer needed guidance."

Mr. Borden also noted that list prices are valuable in negotiation on trade-ins, and that the FTC has now made list prices mandatory on automobiles.

FTC Examiner Herman Tocker, however, ruled that autos were not related to the Regina case.

When NARDA's chairman Farr testified, he concurred with Mr. Borden that list prices serve as a yardstick of value for the consumer, and that their abolition "would add greatly to the retailer's burden." He also pointed out that establishing "a fair and customary price" is no longer possible in today's market, where prices vary not only from store to store, but from hour to hour within the same store.

■ When Mr. Mead was recalled to the stand, he testified that "removing list prices would be like removing street numbers: 'Some people might know they were on Fifth Ave., but it would be very confusing for many other people'," he said. He then reiterated an earlier plea: "I cannot believe the government will put the pricing of a product into the hands of someone who has nothing to do with making it."

The hearing ended dramatically when Robert E. Cassatt, Regina marketing vp, appeared as the fourth witness. Both Mr. Mead and Mr. Cassatt were named individually as defendants in the case, and both were asked the following question by the examiner:

"If Regina was forbidden to use list prices, what would you do if you joined another company that was still free to use list prices? —Would you use them?"

After considerable protestation, Mr. Mead finally said that in such a hypothetical, "and completely unlikely" case, he would not use list prices. With this answer, the examiner dismissed the charges against Mr. Mead as an individual.

■ However, when Mr. Cassatt was asked the question, after much debate, he finally protested: "I think the question is unfair, and I refuse to answer it . . . How can I tell how I would act? I still have a family to feed." At that point the examiner "reserved decision" on dismissal of the charges against Mr. Cassatt as an individual.

The attorneys have until Oct. 20 to submit requests and conclusions; Examiner Tocker has 90 days from today to hand down his decision. #

Pacific Travel Group Boosts Budget

SAN FRANCISCO, Sept. 13—Travel throughout Asia will be promoted this year by the Pacific Area Travel Assn., with 18 new ads to be built around the colorful place names of Pacific areas.

Names such as Kiwi, Koala, Bure, Ryokan, Bunraki, Hanalei, and others will be used by the San Francisco office of Campbell-Ewald Co. in putting together ads which will appear in 11 magazines.

The circulation to be reached marks a new high for PATA, as does the number of insertions scheduled—73.

■ The campaign started with a spearhead ad, featuring a colorful PATA map of the Pacific area, appearing in *Esquire's* Pacific issue. This same ad also is scheduled for November *Sunset Magazine*, February *Holiday* and April *National Geographic*.

Additional magazines to be used, according to the agency account executive, Douglas Jenkins, will include *The New Yorker*, *Saturday Review*, *Atlantic*, *Time* (Canadian), *Saturday Night*, *Newsweek* (European edition) and *Vogue*.

The magazine campaign will continue through May and will be backed by a full complement of sales material for travel agents.

"Some new items have been added," Mr. Jenkins said, "to keep pace with the growth of travel to the Pacific, which is up 17% over that of last year."

■ New material will include a 24-page color brochure with photographs and information on all PATA member nations. Travel agents also will be furnished with a new two-color inquiry folder designed as a self-mailer.

Campbell-Ewald developed the campaign under direction of the PATA advertising committee, headed by George Hansen, of Matson Navigation Co., San Francisco.

Surrounded by the ugliness of a slum, school children respond to the beauty of music.
Experts say one-third of our urban pupils suffer from poverty *and* inadequate education.
Dr. James B. Conant calls the situation "social dynamite."
The current LOOK calls it *Big Trouble in Our City Schools.*
In one Midwestern city, a third-grader fell asleep in class,
then explained, "I was awake all night; I'm not used to sleeping on the floor yet."
A critical problem gains meaning in the story of people who have faced it—a discouraged teacher, a crusading principal, a gifted student—in LOOK, *the exciting story of people.*

LOOK

From BIG TROUBLE IN OUR CITY SCHOOLS, in the September 26, 1961, LOOK

NEVER CHANGES—*This color spread for the 1962 Lincoln-Continental will appear during October in The New Yorker, Newsweek, Sports Illustrated, Time and U.S. News & World Report. Kenyon & Eckhardt is the agency.*

Broadcasters Told Car Makers Seek Quality Audiences

(Continued from Page 2)

NBC-TV specials coming up this season—two "JFK Reports," two "Nation Speaks," one on Japan and a sixth on Van Gogh. "We'll be lucky to reach 4,000,000 homes with these," he said, "but we are deliberately sacrificing another 4,000,000 homes so we can reach the homes we want."

■ Solid research helped Pontiac successfully launch the Tempest a year ago, Mr. Campbell said. Studies convinced them that two separate markets existed for the smaller car, one in the $6,000-a-year-and-under group and a second in the $9,000-and-over group.

Morton House Moves Account from Compton to GB&B

Morton House Kitchens, Nebraska City, will move its advertising account from Compton Advertising, Chicago, to Guild, Bascom & Bonfigli, San Francisco, effective Dec. 1. Compton has handled the account since March, 1959. The food company, now celebrating its 75th anniversary, has changed its name from Otoe Food Products Co. It markets canned baked beans and other canned foods.

The advertising portion of the account will bill approximately $500,000 in 1962. GB&B also will handle other promotions. Lonnie Merrill, Morton marketing vp, in commenting on the change, said: "We felt that Guild, Bascom, with its experience in food accounts, meets our needs for a specialist agency in the food field."

GLEAMING GRILL—*The 1962 Pontiac will be launched with spreads in the September and October issues of Life, Look, The New Yorker, Newsweek, The Saturday Evening Post, Sports Illustrated, Time and U.S. News & World Report. MacManus, John & Adams is the agency.*

FOR ALL TASTES—*Pontiac's Tempest will be promoted starting in September and running through November issues with color spreads like this in Esquire, Hot Rod, Life, Look, Motor Life, Motor Trend, The New Yorker, The Saturday Evening Post, Sports Illustrated and True. MacManus, John & Adams is the agency.*

Park, Benziger to Miller

Park, Benziger & Co., New York, importer of Harvey's scotch, Armagnac DeCaussade brandy and other wines and liquors, has switched advertising from Georgian Associates to Miller Advertising Agency, New York.

Protect People as We Do Hogs, Ribicoff Urges

(Continued from Page 1)

manufacturers of worthless drugs "can fool the public until the FDA finally catches up with them."

"We think the situation should be reversed," he said. "The manufacturer should satisfy the FDA that his product is effective for the purposes claimed before it is marketed."

■ The Secretary discounted the contention that FDA clearance for effectiveness would tend to keep potentially useful drugs off the market. He noted that FDA already passes on effectiveness for many kinds of antibiotics, without difficulty. Much of the criticism of this proposal is based on misunderstanding, he assured the committee. "We are not going to pass on relative efficacy," the Secretary said. "We are concerned only that the drug be safe and effective in use under the conditions prescribed, recommended or suggested in the labeling thereof. This would not require a showing of relatively greater efficacy than that of other drugs."

■ The Secretary said there have been many instances where FDA must approve a new drug despite the fact that medical officers have no evidence to support some of the therapeutic claims by the manufacturers. Once the manufacturer makes groundless claims FDA can proceed in court to take the product off the market.

"But at this point the burden of proof is on FDA to establish that the drug is not effective. And throughout the period of time it takes for FDA to prepare its case and secure relief in the courts, the manufacturer will have foisted his product upon an unsuspecting public."

He supplied 16 examples of new drug applications that became effective recently though claims for the usefulness of the product are questionable. Fourteen were prescription drugs, and two were for sale over the counter.

■ The Secretary denied that doctors are capable of deciding from their own experience the value of new drugs which come onto the market. More than 400 come on the market each year, he said. "Is it realistic to suppose that the practicing physician can make an accurate determination?"

He discussed in detail a product called Clarin which was advertised in the Jan. 14, 1961, issue of *The Journal of the American Medical Assn.* as having "demonstrated value in post coronary management."

Yet, the Secretary said, the 1961 edition of "New and Non-Official Drugs," a publication of the AMA's own council on drugs, reported there is no convincing objective evidence that this drug either prevents or ameliorates any manifestation of cardiovascular diseases.

■ "The drug is being prescribed for these unproved conditions. While we cannot estimate its total sales, they exceed $300,000 annually. Local prices are about $8.50 for a bottle of 50 tablets. If three each day were the dose, the patient would be out over $15 a month for an ineffective drug.

"The burden of this cost falls heavily on the heart attack victim —generally one least able to bear protracted costs of maintenance medication. Physicians prescribing the drug in reliance on claims such as are made in the advertisement are unwittingly experimenting with their heart patients at the patients' expense."

While the Secretary welcomed many portions of Sen. Kefauver's bill, he brushed off others. He said the plan to have FDA "license" the drug companies would be unnecessary if the committee gives FDA power to block the marketing of useless drugs and to inspect the facilities of all drug manufacturing companies.

■ The Secretary said pricing practices have contributed to the high cost of drugs. But, he said, "I am frank to say we are not seeking" the portion of the bill which would deny patents to new drugs if the Secretary feels that the drug does not have significantly greater therapeutic effect.

One section of the bill requires the full information about side effects and other characteristics of new drugs be provided to doctors along with other promotional material. The Secretary said FDA's new rules on "package inserts," which are to become effective March 5, 1962, will achieve approximately the same result. #

HOLIDAY TOUCH—*Allen B. Wrisley Co., Chicago, will use this full-color horizontal half-page spread in the December issues of Ebony, Ladies' Home Journal, McCall's and True Story for four of its new bath products as well as the French Lilac line and several other toiletries. The ad will be backed by participation in the Purex tv shows over NBC. John W. Shaw Advertising is the agency.*

'WSJ' Boosts Macdonald to Executive Ad Manager

The *Wall Street Journal* has promoted Donald A. Macdonald to executive advertising manager, a new position. Formerly eastern ad manager, Mr. Macdonald will be responsible for all advertising sales, sales development and administration of the *Journal's* national advertising sales staff. He will manage the activities of five regional managers in New York, Chicago, San Francisco, Dallas and Atlanta and the European ad manager in London.

Donald A. Macdonald

Mr. Macdonald has named George Dupee, formerly Pacific Coast edition manager, eastern edition ad manager. Filling the West Coast post is John S. Delin, formerly assistant ad manager of the Pacific Coast edition, who becomes Pacific Coast ad manager.

Babbitt Names Cole Fischer to Handle New Products

B. T. Babbitt Inc., New York and Oakland, Cal., has appointed Cole Fischer Rogow Inc., New York and Beverly Hills, to handle advertising for new products, including Vita-Yums, a vitamin in candy form. Initial promotion for Vita-Yums will include sponsorship of the "Romper Room" show.

Other agencies handling Babbitt products are Geyer, Morey, Madden & Ballard (Bab-O, Cameo, Hep oven cleaner and Charles Antell hair care products); Garfield, Hoffman & Conner, San Francisco, (Vano laundry products); and Jerome O'Leary Agency, Boston, (Spray-A-Tape, new product currently being launched in the New England area).

Ads Help Texans Back to Normal in Carla's Wake

HOUSTON, Sept. 12—No sooner had the winds and rain of Hurricane Carla begun to die down than business and industry called upon advertising to explain procedures and delays.

Allstate Insurance Co. ran a two-column ad in the *Houston Post* on the morning after the stormy night before, announcing "Emergency claim service for Allstate insurance policy holders."

A spokesman for the Houston Insurance Exchange said that the insurance industry generally, through General Adjustment Bureau Inc., would use advertising and public relations to let the public know where and how to file claims for damage to automobiles, homes and other property.

■ Houston Lighting & Power Co. rushed a large ad into print to confirm to thousands of residents without electricity that every available service man was out repairing the lines knocked down by wind and falling trees.

Mindful that the water is unsafe in surrounding cities like Texas City, Freeport and possibly Galveston, Mountain Valley Water ran a three-column ad calling attention to their "pure, safe, delightful" drinking water, and listing phone numbers in Houston, Galveston and Baytown.

Public relations and advertising men volunteered to work at civil defense headquarters here, to keep public information flowing, and to help with the innumerable chores.

Radio and television stations broadcast constant news and bulletins, both on the progress of the weather and of the conditions created by the storm. Some regular programs, on studio tape or film, started late as the stations squeezed in news and weather reports one to five minutes long.

Sinding Forms Company; Moore Succeeds at JKG&S

Thomas A. Sinding, formerly vp in charge of the Chicago office of Johnson, Kent, Gavin & Sinding, has resigned to open American Newspaper Markets at 333 N. Michigan Ave., Chicago. His new company will publish an annual book giving a breakdown of U.S. newspaper circulations "with the idea of simplifying the agencies' and advertisers' problems in compiling newspaper schedules." He joined Johnson, Kent when the newspaper representative was formed in 1954, via a name change from Small, Brewer & Kent.

Johnson, Kent, Gavin has appointed Robert L. Moore vp in charge of the Chicago office. Mr. Moore is a former vp and director of sales and marketing of the Bureau of Advertising, American Newspaper Publishers Assn. He left the BofA in 1958.

The Chicago Tribune reaches *your kind** of people

If you sell automatic washers, you view a market in terms of two kinds of people. Those who buy. And those who don't, can't or won't.

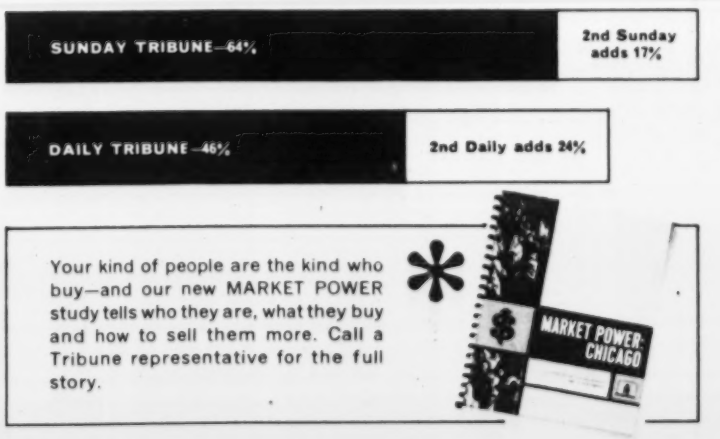
How to reach more of the right kind—the buyers—is important. In Chicago, that's easy. Most of them read the Tribune.

In city and suburban households, 64% of the washer buyers read the Sunday Tribune; 46% read the Daily Tribune.

Now maybe you sell watches, water skis or women's dresses instead of washers. It makes little difference. The Tribune will deliver a larger audience of actual buyers than any other Chicago newspaper.

To sell more to your kind of people—the people who buy—use the Tribune in Chicago.

HOUSEHOLD COVERAGE OF WASHER BUYERS



Your kind of people are the kind who buy—and our new MARKET POWER study tells who they are, what they buy and how to sell them more. Call a Tribune representative for the full story.

More Readers...More Buyers...More Results

THE CHICAGO TRIBUNE

there is nothing harder to stop than a trend

ABC-TV, with 8 out of the top 15 shows, again shows the way in audience ratings.*

Where program popularity counts most... in the markets where they can watch all 3 networks . . . most homes continue to watch ABC. The latest 24-Market Nielsen also records some leading reasons for ABC's popular victory: *Adventures in Paradise, The Untouchables, Naked City, My Three Sons, 77 Sunset Strip, Lawman, The Flintstones, The Rebel*...8 shows, that is, in the top 15. More shows, that is, than Nets Y & Z combined. More grist for the trendmill.

ABC Television

*Source: Nielsen 24 Market TV Report, Average Audience, week ending August 20. All commercial programs, Monday through Sunday, 6:30-11:00 P M.

The Editorial Viewpoint . . .

Meantime, the Mail Service Is Lousy

It looks, as this editorial is written, as if the compromise postal bill will provide only small increases for publishers and mailers. The largest increase will come from a 1¢ increase on letters, cards and air mail, which will raise a projected $425,000,000 of an estimated $525,000,000 increase in revenue.

We suppose this could be construed as good news, inasmuch as second class postage is likely to go up only $17,500,000 (as against $78,000,000 in the April proposal of Postmaster General J. Edward Day), and third class postage will go up $50-$70,000,000 (as against $212,000,000).

But has anyone said anything about improving the postal service, which has been allowed to deteriorate to what would scandalize one of the backward Balkan states?

Why does one hear so much about the dreadful deficit of the postal service, and so little about plans for improving the service? Why can't you depend on one-day service between New York and Chicago, or between Chicago and Washington? Why can't you be sure that a letter mailed at 42nd St. and Madison will reach 34th and Fifth any time the next day? What happened to special delivery—and if the Post Office no longer offers the service, why is it charging for it?

Some time ago our Washington editor reported that a high postal official expressed the view that the mail was no longer an express service. In other words, if you are in a hurry to communicate with someone, you either call him by telephone or send a telegram. The mail will be a secondary service. It will continue to look as it did when it was a quick means of communication, and it will cost more, but it will definitely be a service for those who can wait while the mail makes its way through the vast bureaucratic empire that the postal service now represents.

This view was highly unofficial, and is interesting only because it illuminates the area of official thinking in the Post Office. As an approach, it would do credit to the manager of the Phillies.

To settle back and say, "Sure, the mail is slow, and people who want anything better will have to use other services," is a confession of apathy and ineptitude. It may be an overstatement of the department's present policy, but it's fairly clear that the Post Office Department is *not* terribly exercised about getting the postal service back to where it ought to be.

Comes Now the Cash Card

We had about decided that anyone who paid cash for anything in any of our major cities instead of signing the check had robbed himself of a status symbol, and so it is interesting to read that in Washington (of all places!) a chap named Connie B. Gay is trying to promote cash instead of credit. Of course, cash has been out of favor in Washington since Herbert Hoover, but it will be interesting to see how far Mr. Gay and his cash card will get.

Some time ago there were some sharp operatives around East Side restaurants in New York who would flash a credit club card at the owner of a restaurant, and then ask slyly if it didn't cost him 7% to have them sign the tab. Assured that it indeed did, they then would brace the proprietor with the proposition that he cut the price of the bill 7% and they would pay cash. It is not a routine highly favored among restaurateurs. But it's just possible that Mr. Gay may have something in his club, and the pencil flourish and the charge plate may be replaced by the traditional fumbling with the wallet.

Wonderful World of Psychology

New York has survived a great many things, and probably last week's invasion by the American Psychological Assn. will be one of them. It is vaguely alarming to read that the number of psychologists doubles every seven years, and that it is now necessary to have a consumer psychology division—with 36% of the members of that division classified as consultants.

It is equally disturbing to read that, according to William H. Lundin, director of Psychological Dynamics, Chicago, advertising agencies don't know what they're selling. According to Mr. Lundin, agencies often make the mistake of thinking that companies have hired them because of the quality of the work they have done for others.

Now, there's a ridiculous idea. Who would hire Doyle Dane Bernbach because of the work it did on Ohrbach's and Volkswagen; or Leo Burnett Co. because of what it did for Green Giant; or David Ogilvy because of his Hathaway Shirt copy, or the Puerto Rican campaign? Who would think of hiring Young & Rubicam because it handled General Foods so successfully; or Compton because it had years of experience with Procter & Gamble; or Campbell-Ewald because it just happened to be Chevrolet's agency for more than three decades?

Nobody but smart advertisers. Provided they aren't consulting with too many psychologists.

Finally, Mr. Lundin thinks that the major differences between agencies (a field "where there is a lot of room for psychopathic behavior") are mostly the characterological traits and leadership qualities of the agency owners. In other words, the boss *is* the shop. Does this mean the agency has no other personality? Of course not. But it may take a while for psychologists to recognize this.

Gladys the beautiful receptionist

—Bill Arter, Byer & Bowman Advertising Agency, Columbus, O.

"When he says, 'We have no account executives' it's very hard to tell what he means."

What They're Saying . . .

A Vital Force

The free enterprise system has become the target for an oblique attack of monumental proportions. The attackers pose as champions of free enterprise—and perhaps they think they are. But in choosing to concentrate their barrage on advertising as a scandalous economic waste, they are, in effect, striking at the very heart of the economic system that has been the nation's greatest strength.

Advertising is, in reality, one of the indispensable tools in the American economy. Advertising is the swiftest, surest way of telling the consuming public what is available, where it can be purchased, how much it costs. Without a device for getting this message to the public, the largest and most efficient distribution system is pointless. And without both advertising and distribution, what purpose is there in production?

The survival of advertising as an industry and as an important component of the free-enterprise system is intimately linked to the ability of the American economy to continue its expansion.

Curiously enough, however, many of those who speak most movingly about the urgency of economic growth are the very ones who attack advertising most vigorously. The fact is that the American people cannot have one without the other.

No one will deny that the advertising industry has seen abuses. But the most effective policeman is the buying public itself. It doesn't take the American consumer long to get the number of a dishonest advertiser; and once the buying public is altered, no amount of advertising can save that dishonest advertiser.

The vitality of the advertising industry is an asset the American people can ill afford to tamper with.

—From an editorial in the Cincinnati Enquirer.

Advertising Age

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25 cents a copy, $3 a year, $5 two years, $6 three years in U. S., Canada and Pan America. Elsewhere $4 a year extra. Four weeks' notice required for change of address. **Myron A. Hartenfeld**, circulation director.

Rough Proofs

Montgomery Ward is offering 25 planned tours in its new Christmas catalog, including one round-the-world trip.

Some of Santa Claus' presents won't fit in a stocking this year.

•

Philip Morris will market a French cigaret called Gauloises in the U. S., and the product may be a success if the customers can learn how to pronounce it.

•

Trommers Brewing Co. is introducing a new low calorie beer "for drinkers who watch their waist lines."

The old-fashioned beer drinker was more than a little proud of his rounded front porch.

•

Coca-Cola is celebrating its seventy-fifth year as an advertiser, and is still demonstrating the magic power of "delicious and refreshing."

•

That new and expanded advertising campaign for Nassau and the Bahamas might provide a little enlightenment on how to pick a winner at Hobby Horse Hall.

•

A Cash Card which provides discounts in coin of the realm is being offered as competition for credit cards. The odds are against it—everyone wants to postpone the day of reckoning.

•

Those Radcliffe graduates who were warned by Prof. Raphael Demos, the Harvard philosopher, against confusing material possessions with the good life will soon be giving their husbands daily pep talks on the same subject.

•

"I have been pilloried, vilified and crucified for each and every one of my scores of predictions over the years," sadly reports E. B. Weiss.

If this keeps on, he'll be in line for canonization.

•

"I teach you to paint in oils at home in six weeks or less, regardless of talent!" exclaims Paul Hartley.

And if you have talent, it won't be held against you.

•

Jimmy James reports that British tv advertisers will spend nearly $250,000,000 this year.

That 11% government tax didn't even slow 'em up.

•

A chemical advertiser looking for a technical writer explains that the starting salary is "$8,000 and higher."

Does the applicant have a choice?

•

"How to convince your parents you need a new Holiday portable by Remington!" headlines an ad addressed to high school and college students.

A guarantee of straight A's would provide the clincher.

•

"What's ahead for Chrysler?" asks the ad.

General Motors and Ford will do their best to supply the answer.

COPY CUB

SPEAK UP, MAN, SPEAK UP!!!!

The latest ABC report says the largest newsstand seller among women's magazines is the Ladies' Home Journal. If you're looking for editorial vitality, no statistic is more vital.
JOURNAL

PULLING POWER

To sell Detroit, buy The News! Here's why: • Advertising in The News gets results because it goes into 4 out of five metropolitan area homes that get a Detroit newspaper • Advertising in The News is read by both husband and homemaker at home, where family shopping decisions are made • Advertising in The News goes into 73% of metropolitan Detroit homes where income exceeds $7,000; and 74% of those where income exceeds $15,000* To sell Detroit effectively, at the lowest milline rate available in the nation's top five markets, just use The News.

*Sixth Quinquennial Survey of the Detroit Market, 1961

The Detroit News

733,583 weekdays—**920,607** Sundays ABC, 11/7/60–3/31/61

NEW YORK OFFICE: Suite 1237, 60 E. 42nd St. • **CHICAGO OFFICE:** 435 N. Michigan Ave., Tribune Tower
PACIFIC OFFICE: 785 Market St., San Francisco • **MIAMI BEACH:** The Leonard Co., 311 Lincoln Road

Hawaii Visitors Bureau Sets $1,600,000 Budget

Hawaii Visitors Bureau, Honolulu, has set a record ad budget of $1,600,000 for the current fiscal year, $900,000 of which has been earmarked for national magazine and newspaper schedules and print collateral. Holst & Male, Honolulu, subsidiary of McCann-Erickson, handles HVB's advertising.

At the same time, the bureau's convention department has moved its headquarters from Honolulu to San Francisco and has opened a Los Angeles office. Bert Thomas, formerly HVB western regional manager in San Francisco, has been appointed to head the new Los Angeles office.

IS IT EXCITING?
Are your headlines "stoppers" ?Are they intriguing? Is the copy HUMAN INTERESTing? Does it tell, sell, impel? Bott makes advertising exciting-inviting! Want evidence? Phone HA 7-9187.
"That Fellow Bott"
Leo P. Bott, Jr., 64 E. Jackson, Chicago

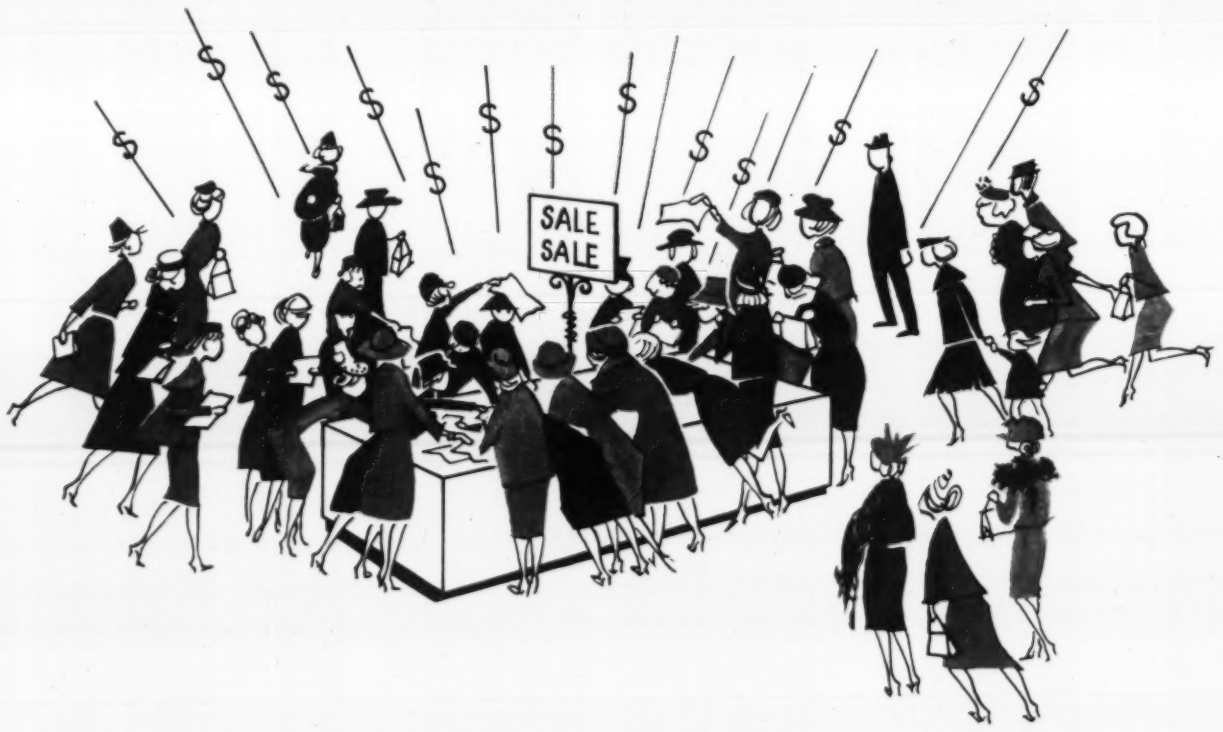
AWRT Conference Slated

American Women in Radio & Television chapters from Illinois, Indiana, Michigan, Ohio and Wisconsin will be guests of the Hoosier chapter of AWRT at the East Central Area Conference to be held at the Claypool Hotel, Indianapolis, Sept. 20-Oct. 1. Theme of the conference will be "Time, Trials & Tribulations." Scheduled during the conference are two panels on "Time for Truth" and "The Time Machine" (automation in radio and tv), plus a workshop session on "Time to Advance in Radio & TV."

Universal Oil Boosts Widowit

Adolph H. Widowit Jr. has been appointed manager of advertising of Universal Oil Products Co., Des Plaines, Ill. Mr. Widowit was formerly advertising assistant to the director of public relations.

There's MONEY in Cleveland
and we can tell you
who is spending it
and how to reach them



If your product or services are not producing more retail sales in Cleveland than in any one of *38 entire states—write, wire or phone our market research department and we can probably get you on the beam.

The Cleveland PLAIN DEALER

COMMODITY	CLEVELAND CUYAHOGA COUNTY		26 ADJACENT COUNTIES	
Total Retail Sales	$2,441,733	+	$1,931,863	= 4 BILLION plus*
Retail Food	622,632		500,261	
Retail Drug	99,218		60,070	
Automotive	366,783		355,919	
Gas Stations	155,742		162,506	
Furniture, Hsld. Appliances	119,911		80,025	

(Source: Sales Management Survey of Buying Power, May 10, 1961)

Represented by Cresmer & Woodward, Inc., New York, Chicago, Detroit, Atlanta, San Francisco, Los Angeles. Member of Metro Sunday Comics and Magazine Network.

Workshop on Ad Agency Operation Set for Oct. 30-31

Norman Fields Conducts Third Annual Seminar on Agency Management

CHICAGO, Sept. 13—ADVERTISING AGE's third annual workshop on advertising agency administration and financial management will be held at the La-Salle Hotel, Chicago, Oct. 30-31.

Norman Fields

The workshop is geared to the theme, "How to Operate Your Agency More Profitably," and will discuss agency charging and billing practices; budgeting and cost accounting; departmental organization; pension and profit-sharing plans; contracts with clients, personnel and independent packagers, producers, etc.; and a host of other problems of administration and financial management.

Conducting the workshop this year is Norman Fields, C.P.A., partner, Fields & Fields, Chicago and San Francisco, whose organization is especially active in advertising agency accounting and management activities. Besides working with several score agencies, Mr. Fields has written on agency accounting and management for ADVERTISING AGE and other publications, and conducts a regular feature in *Western Advertising*.

■ Assisting in the conduct of the workshop are Ira Fields and Herman Berger of the Fields & Fields organization; Morris I. Leibman and Russell M. Baird, attorneys, of the firm of Crowell & Leibman, Chicago; and William N. Bret Jr., of Arthur Stedry Hansen, consulting actuaries, Dallas.

Conducting various sessions and panels at the workshop will be Philip H. Schaff Jr., exec vp for administration and finance, Leo Burnett Co., Chicago; William R. Parker, vp, Ketchum, MacLeod & Grove, Pittsburgh; Harry A. Estes, administrative and business director, Knox Reeves Advertising, Minneapolis; Howard Swink, president, Howard Swink Advertising, Marion, O.; and J. Kenneth Laird, president, Tatham-Laird, Chicago.

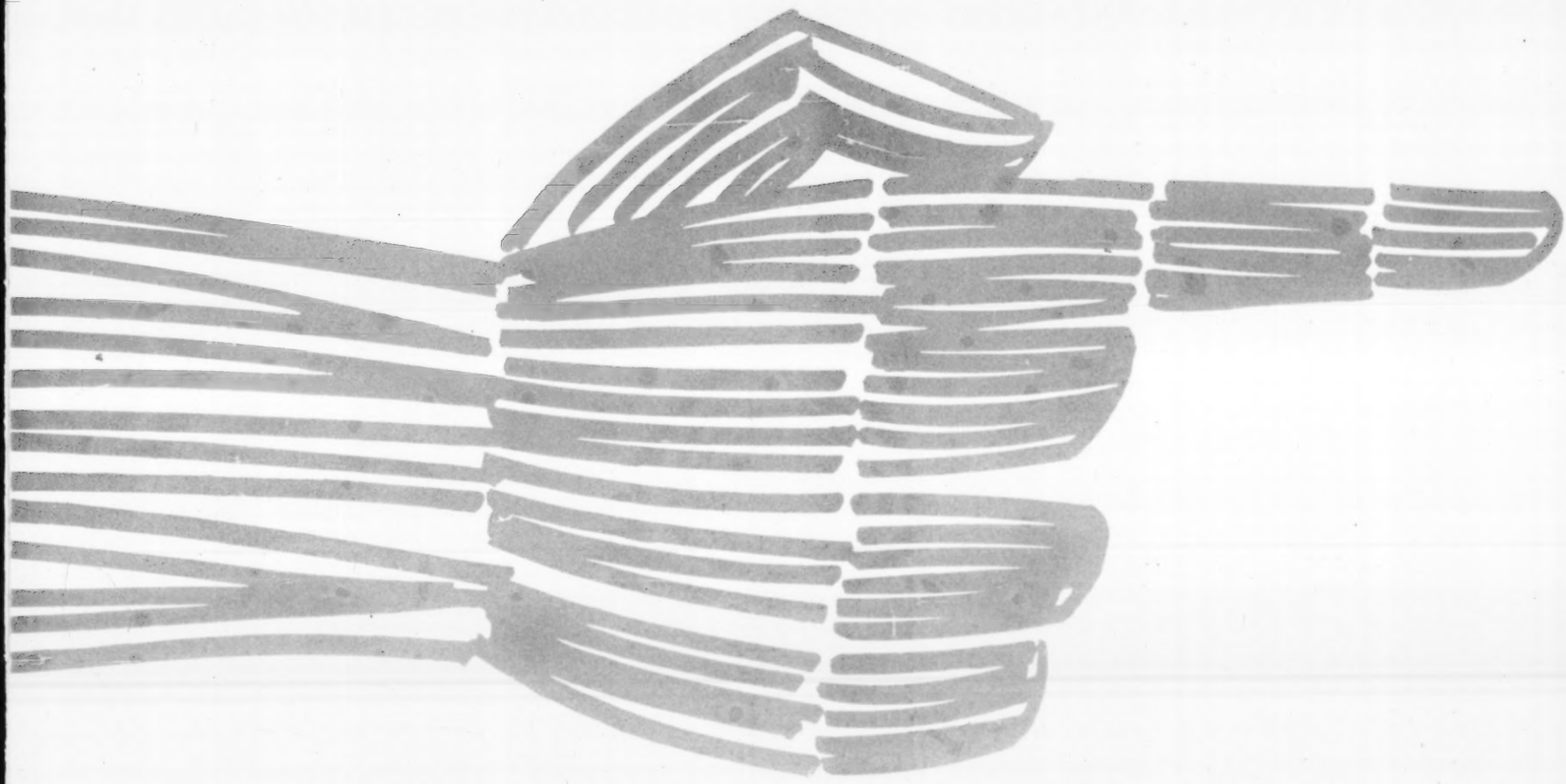
The workshop starts at 8:45 Monday morning, Oct. 30, and goes through that evening, continuing again at 9 a.m. on Tuesday, and ending at 4 p.m. Cost, including lunch and dinner on Monday and lunch on Tuesday, is $150. Complete program details and participation blanks are available from ADVERTISING AGE, Agency Management Workshop, 200 E. Illinois St., Chicago 11, Ill. #

Hensley Adds Andrew Account

Hensley Co., Chicago, creator and producer of direct mail advertising, has been appointed Chicago area distributor of Andrew Co., Houston. Andrew is producer of personalized, syndicated and customized house organs.

MGM-TV Names Montanus

Metro-Goldwyn-Mayer Television has named Ed Montanus central tv sales manager in charge of the company's new Chicago office. He formerly was central division manager of NBC Films. The office will be in the Prudential Plaza.



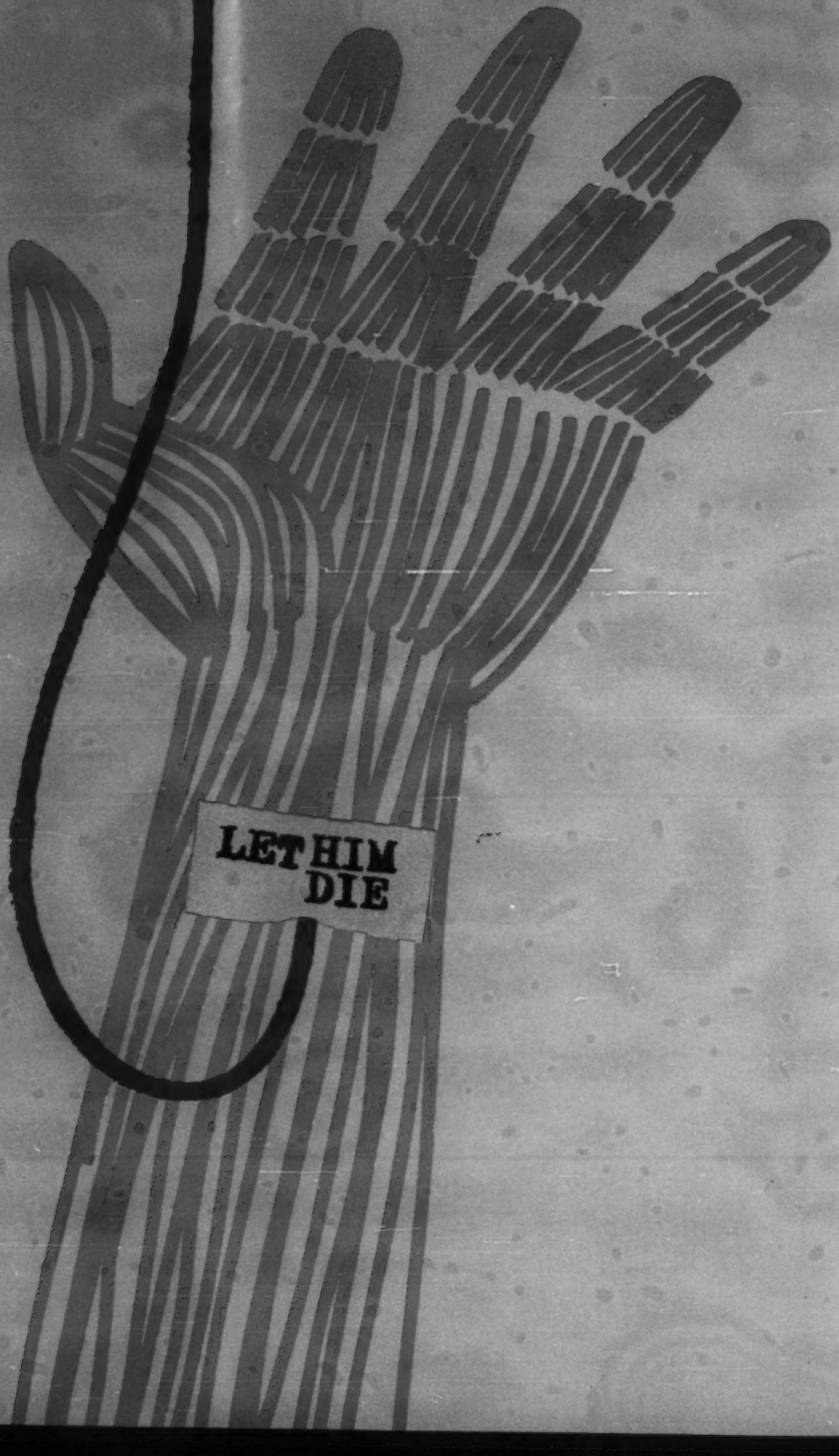
Turn the page and find out what happens when The Saturday Evening Post opens its editorial pages to the full force of new *ideas*... offers a new *medium* to graphic designers... brings a new *potential* to the printed page!

Come . . . turn the page and find out how a great designer, Saul Bass, and a sensitive writer, Richard Phelan, respond to the Post's new freedom for creative people.

Come... turn the page... enter a moment of time and mood from the September 23rd issue of The Saturday Evening Post where, suddenly, reading becomes a new adventure!

SHE WAS A NURSE, SWORN TO SAVE LIVES.

BUT THIS MAN?



DESIGN BY SAUL BASS

BY R. C. PHELAN

James Henry Varner was brought to us on a Saturday morning, cheerful, but in poor condition. His throat and both his wrists were cut—he had done it himself. Yet by the time he reached us he had changed his mind and was filled with lust for life, a rather odd thing in a near suicide. He did not want to be let alone to die in peace; instead he wanted us to get busy and sew him back together.

We, of course, were the crew of an operating room. It was a Navy operating room, in a Quonset-hut hospital on grounds which sloped down to the Pacific. Among our palm trees grew little ragged gardens—hollyhocks, zinnias, marigolds—planted and tended by convalescent sailors far from home. Things grew fast in that climate, but never fast enough. Just as a man's flowers were about to bloom, he would be sent back to his ship, cured of whatever had ailed him.

The ambulance men, actually two smiling, big-footed boys, brought in a stretcher containing Varner, set him down like a shipment of merchandise, accepted a receipt for him and left.

Varner smiled up at us from our rolling cart, tired but happy. He was a long, thin, brown man; he looked as if he had been jerked, like meat, in the sun. He might have been thirty-five or forty-five or fifty—you couldn't tell. He was a morphine addict, as our surgeon, Doctor Duncan, was at that moment learning from someone over the phone.

We stared at Varner. There were five of us—two WAVES, two corpsmen and Miss Lawton, our nurse. I must say that we were not glad to see him. He interrupted our easy Saturday routine. The commanding officer and his inspecting party were due any minute. The whole place was in that state of overdone cleanliness and order that can be maintained only briefly, until the inspecting party has passed through.

We had been looking forward to a quiet Saturday, once inspection was over. And now James Henry Varner lay in our workroom, a repair job that would take hours of patient labor. He was a messy sight, with his long-toothed smile in the middle of all the mess. Someone had stopped his bleeding by packing the cuts in his wrists and throat with mud. It was an unsanitary device, but it worked.

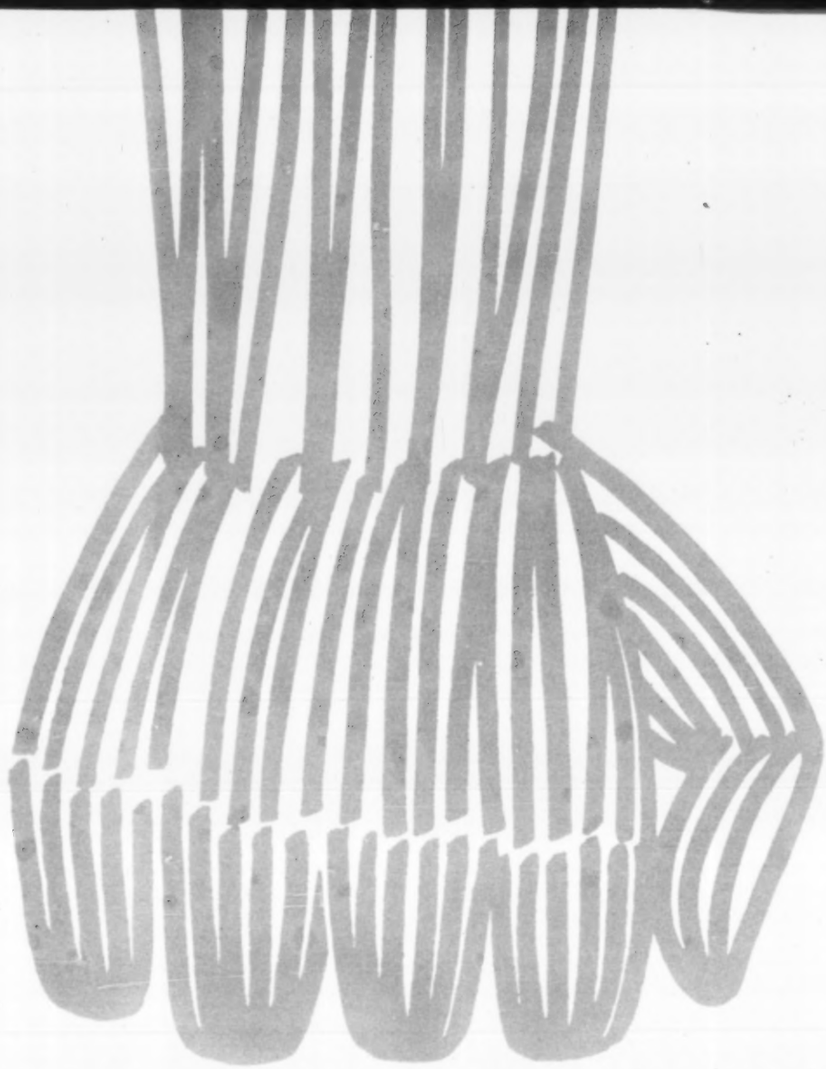
Varner was wearing khaki pants and an orange-and-red sport shirt. He was a civilian, employed by the Navy on various construction jobs. His home was a barracks somewhere, miles away. Desperate at being unable to buy as much morphine as he craved, he had borrowed a linoleum knife from a barracksmate and made a better-than-average attempt at suicide. Now, through the muddy slit in his throat—he had missed the jugular vein by an inch or more—each breath escaped as a long, dry, delicate snore.

After a five-minute wait he grew impatient and stopped smiling. "Well, come on," he said. "Y'all get me fixed up." His voice was a huge, hoarse whisper, and the snore continued even while he spoke—in fact, gave the effect of a talking snore. It would have been great in an old Bela Lugosi film.

"It won't be long," Miss Lawton told him firmly. "It takes a few minutes to get the operating room ready."

In came Doctor Duncan, letting the screen door slam. He was a hearty, bellowing Midwesterner, a lieutenant commander, a good surgeon. "Varner," he roared, "they tell me you're a dope fiend."

Continued on Page



Feel the impact of this week's Post . . . listen to The Voice of Dissent: *Crime Without Punishment* . . . laugh—or bristle—as Negro Comic Dick Gregory needles a subject many Americans take quite seriously . . . now that your Stengelese is improving, read the second installment of Casey's autobiography . . . learn about the Montessori school where four-year-olds are taught 7th grade subjects . . . enter the fast-fading world of the Ozark hillbilly or the bright world of fiction or the light world of humor.

Come *on* . . . into the current issue of The Saturday Evening Post where, suddenly, reading becomes a new adventure!

The Saturday Evening POST

Suddenly, reading becomes a new adventure

© 1961 The Curtis Publishing Company

SWEEPSTAKES—*This two-color ad in the Sept. 16 Saturday Evening Post and a b&w version in 21 newspapers will launch Gordon Foods' "Second $100,000 Sweepstakes." Ads on "Art Linkletter and the Kids" in 49 markets will support the promotion. Kirkland, White & Schell is the agency.*

Int'l-Minded VW Ships U.S.-Made Catalogs to Africa

HOUSTON, Sept. 12—Volkswagen, which has sold a lot of German cars in the U.S., is now doing an international about-face. A batch of Volkswagen catalogs are now being printed by an American company on American-made paper for use in African and European advertising.

Haynes Lithograph Co., Rockville, Me., is printing the new VW catalogs on a stock produced by Champion Papers Inc. The catalog is not scheduled for distribution in the U.S.; it is the first Volkswagen catalog to be published in this country.

■ Paper manufactured at its plant on the Houston ship channel, Champion reports with tongue firmly implanted in cheek, would take more than 2,000 Volkswagens to deliver. #

Senate Bill OK's Expansion of Commerce Dept. Promotion

The U. S. Senate has given unanimous approval to legislation authorizing a major expansion in the Commerce Department's promotion services for U. S. exporters. As passed by the Senate, the bill omits controversial provisions which would have authorized the department to publish magazines containing paid advertising for overseas distribution. Also removed before floor consideration was a provision which authorized the department to buy advertising in domestic publications to publicize export opportunities.

An amendment added in the Senate floor authorized the outfitting of "floating trade fair" ships, to display U. S. products in all parts of the world.

Leiter to Burke, Charles

David Leiter, formerly creative director and account executive of Central Creative Service, has joined Burke, Charles & Guignon, Great Neck, N. Y., as vp and creative director.

Didriksen Joins Marketers

Ralph Didriksen, formerly an art director of Benton & Bowles, has joined Retail Marketers Inc., New York, as art director.

Hoefer Adds Barient Co.; Names Marquis Exec VP

Hoefer, Dieterich & Brown, San Francisco, has been appointed to handle advertising for Barient Co., San Francisco, maker of sail handling gear for racing yachts. The company was recently organized by James Michael, attorney and Tim Mosely, yachtsman-industrialist. Products include two-speed winches. Media will include yachting magazines and a direct mail campaign.

Hoefer, Dieterich also has named Hal Marquis Jr. exec vp and a member of the board. He joined the agency in 1955 and has been copy chief, account executive and most recently vp and account supervisor.

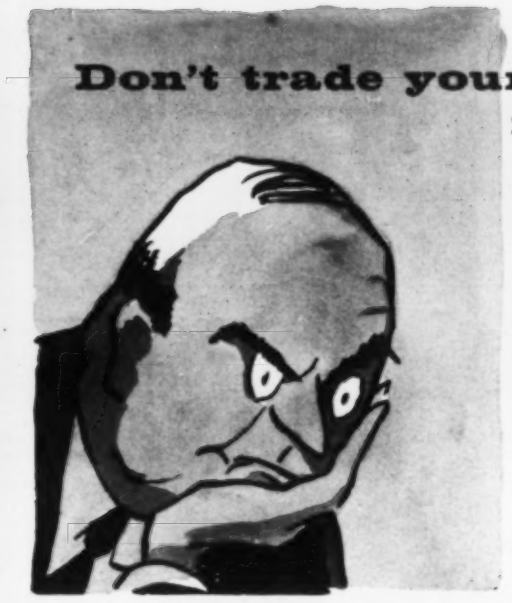
N. Y. Printers Offer Courses

Printing Industries of Metropolitan New York this fall is offering 15 evening courses in printing and related subjects to advertising agency people, publishers, printers, lithographers and buyers of printed material. Application for enrollment must be made in person at Printing Industries' headquarters, 461 Eighth Ave., New York.

Span Changes Name to Oman

Span Publishing Co., Mill Valley, Cal., has changed its name to Oman Publishing Co. No change of ownership or management is involved. Oman publishes two magazines, *Pacific Work Boat* and *Western Meat Industry*.

Are you moving, too?
Monday, September 18, Videotape Productions of New York, Inc. moves
into America's great new Videotape Center at 101 West 67th Street, New York City
Videotape® is really on the move—and for a very good reason! The rapid succession of recent technological advances in Videotape has been moving more and more creative advertising people and their clients from film to Videotape. To accommodate this trend we are tripling our size and operation, moving into our great new multi-studio complex—Videotape Center. The electronic compatibility of Videotape and the television system, the reason for the vastly superior picture and sound quality of Videotape, has won more and more decision makers in advertising to tape as an improvement over the limitations of film for television. Certainly Videotape has come a long, long way from its early days, not so long ago, when it was the fast, inexpensive way to put your stand-up commercial on television. It is still fast, still less costly. But today both these reasons are secondary to the real importance of Videotape. As a growing advertising medium, the television commercial is necessarily linked with the growing technology, electronics and flexibility of Videotape. The newest and most original means of exploring the selling powers of television are happening on Videotape—at Videotape Center. Day by day more advertisers are finding this out. People concerned with investing the television advertising dollar are moving to the top-notch creative personnel and facilities at Videotape Center. These people are moving ahead with the industry. Are you moving, too?
Visit our great new Videotape Center, 101 West 67th Street, New York • Telephone: TR 3-5800



Don't trade your upset stomach for a headache!

Admen get quick relief from "headaches" of the business when they discover the dependability of Century! For a standard of quality you'll always be proud of—use the services of Century!

You can be certain with

CENTURY

ELECTROTYPE COMPANY, INC.

Electrotypes • Travis R.O.P. Glass Mats
Plastic Plates • B & W and Color Proofing
Duplicate Photoengravings

160 East Illinois St., Chicago 11 • DElaware 7-1541

Doctors Link Heart Disease, Cigarets, but Qualify Findings

CHICAGO, Sept. 12—A statistical association between heavy cigaret smoking and the occurrence of coronary heart disease is reported in the current *Journal of the American Medical Assn.*

The report, written by Drs. David M. Spain and Daniel J. Nathan, who are affiliated with the department of pathology and the cancer detection and cardiac survey clinics of Beth-El Hospital, Brooklyn, N.Y., states, however, that it "remains an open question" whether this statistical association indicates a causal relationship to the development of hardening of the coronary arteries.

Their findings are based on a study of 3,000 New York metropolitan area men, whose cultural backgrounds were similar and who were long-time residents of the city. Factors such as occupational physical activity, cholesterol level, blood pressure, weight, and body type were all taken into account. The subjects were divided into five groups: (1) Non-smokers; (2) those who smoke fewer than 40 cigarets per day; (3) those who smoke more than 40 cigarets per day; (4) cigar and /or pipe smokers; and (5) former cigaret smokers who had stopped smoking.

■ No significant difference in the distribution of men with and without coronary heart disease is reported among the five classifications except among those who smoked more than 40 cigarets per day. There were 234, or 9%, of 2,637 normal men who smoked more than 40 cigarets, as compared with 33, or 13%, of 269 men with heart disease who smoked that many.

Of 1,521 men under the age of 51 who were non-smokers, former smokers, or who smoked less than 40 cigarets daily, 100, or 6.5% had evidence of coronary heart disease; while in the group who smoked more than 40 cigarets daily, 21 or 11.7%, of 179 men had signs of heart disease. "This," the authors point out, "is almost twice the frequency."

The study also shows a disproportionately greater number of men of either stout or athletic build in the heavy smoker category, the magazine says. In addition this group contains considerably more men with high cholesterol levels.

■ When body build and cholesterol level are taken into consideration, the relationship between heavy smoking and heart disease becomes less significant, according to the article. Heavy smoking may, therefore, be merely an additional or even coincidental characteristic of a certain body type and with elevated cholesterol levels. These latter factors may more readily favor the development of coronary heart disease than smoking, the report states.

"This is also supported by the fact that there is no graded trend towards an increased frequency in coronary heart disease and other related factors as one proceeds from the non-smoking up to the heavy smoking category," the authors write. "Such a trend might be expected if a significant causal relationship existed between cigaret smoking and coronary heart disease."

■ The report also states that a higher incidence of heart attacks among heavy smokers than among those smoking fewer than 40 cigarets a day was found. Of 33 heavy smokers with coronary heart disease, 57% suffered heart attacks, whereas only 31% of the lighter smokers in the same health category suffered attacks. This finding is termed by the authors as "suggestive evidence" that heavy cigaret smoking may favor the precipitation of a heart attack in persons with underlying advanced hardening of the coronary arteries. However, they feel that this "remains to be proven." #

FOR GREATER ADVERTISING *IMPACT...*

BEGINNING WITH *SEPTEMBER*

3 *SEPARATE PUBLICATIONS*
each with specific
LOCALIZED EDITING!

Effective with the 50th Anniversary of The Farmer-Stockman, this popular publication has become *three* separate farm magazines, serving *three* great farming and stockraising states;

- The KANSAS Farmer-Stockman
- The OKLAHOMA Farmer-Stockman
- The TEXAS Farmer-Stockman

During the past 50 years, The Farmer-Stockman has helped many advertisers improve their position in Oklahoma and Texas. It will continue to do so. And now, we can serve you equally as well in Kansas!

Commercial Advertisers may use these three publications individually or all of them at a lower combination rate.

For space reservations or additional data—write, wire or phone your nearest Farmer-Stockman office.

The Farmer-Stockman

OKLAHOMA CITY • DALLAS

J. H. Hunter, Advertising Director

SALES OFFICES:

CHICAGO 11, SUperior 7-6145, 400 N. Michigan Avenue, Lee Hainline, Mgr.
NEW YORK 17, MUrray Hill 4-3340, 420 Lexington Avenue, Joe Paulsen, Mgr.
OKLAHOMA CITY 1, CEntral 2-3311, 500 N. Broadway, Bill Pullen, Mgr.
DALLAS 5, LAkeside 1-3121, 4321 N. Central Expressway, Alex McCommas, Jr., Mgr.

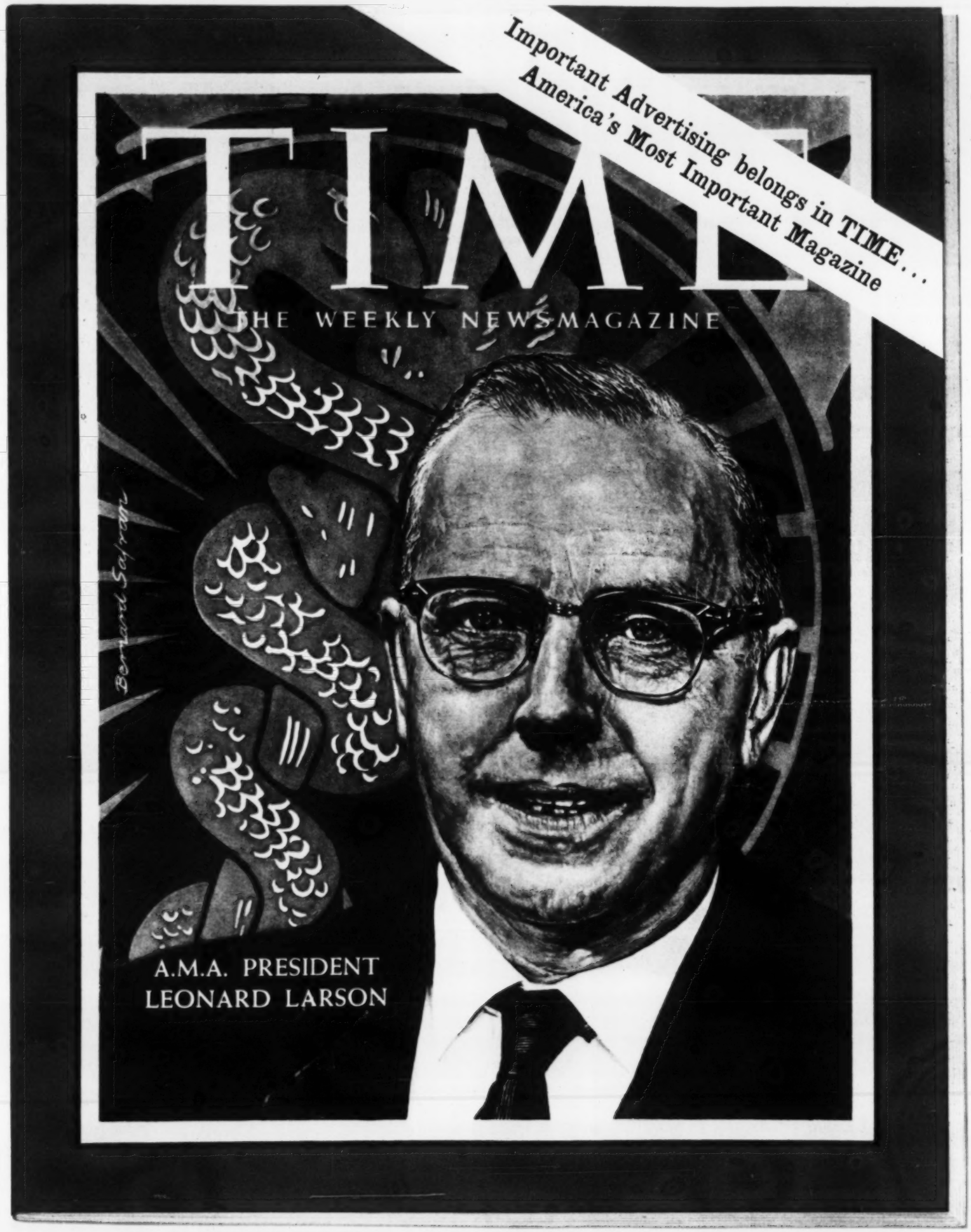
ABC STATE FARM PAPERS APA

Siteman Adds Two Accounts

Siteman Co., Los Angeles, has been named agency for Pomona Paper Products and City National Bank of Beverly Hills. Pomona is western subsidiary of Marcal Paper Mills and was formerly handled by Atherton-Privett. The bank account operates 10 offices and was formerly with Beckman, Koblitz.

Dodson to Atherton-Privett

Dodson Ltd., Los Angeles, has named Atherton-Privett to handle advertising for Vogue Tires, which the company distributes nationally.



U. S. Doctors vote TIME the Most Important Magazine in America*

TIME's their favorite magazine, too. They turn to TIME for news of medicine, and for the news of the whole world's week. The important people in every field (Business, Science, Finance, to mention only a few of ten leadership groups just surveyed) rely on TIME for the news and information they want and need. When one magazine merits the respect and attention of the leading people in any profession, doesn't that make it the logical and important medium for just about any important advertising campaign?

*Your TIME representative will be glad to show you a copy of the new series of surveys on the reading preferences of America's Most Important People.

Woody says: Beat out big sales in Central Illinois with

RED CARPET* ADVERTISING

*Red Carpet Advertising? It's sales producing advertising plus down-to-earth local merchandising. Here's how it works: 1. We send direct mail to retailers inviting local tie-in ads. 2. We follow up with personal calls. 3. We send you a written report. Mail your ad or come in person, the "Red Carpet" is out. Combine this hard-hitting plan with a $233,000,000 market in Illinois' 7 richest counties; incomes 20% above average; balanced industry, farm, education. It's the ideal market right in the heart of the Golden Central Illinois corn belt.

R.O.P. Spot Color--plus Full Color (black and 1, 2, or 3 colors Daily and Sunday)

BLOOMINGTON-NORMAL, ILLINOIS **Pantagraph**

Represented by: Ward-Griffith Co., Inc.

Army Offers Aid to Admen on Clearance, Authenticity of Ads

NEW YORK, Sept. 12—Advertisers and agencies which fret about authenticity and Pentagon okays for their Army-oriented campaigns can relax and take ten. The U.S. Army information office here is on a standby alert to help out—at no cost.

Lt. Col. William V. Schmitt told ADVERTISING AGE that his eight-man staff, which has media, audio-visual and special projects sections, is in a position to render assistance to admen and even expedite queries all the way up to the Department of Defense.

Each year, he said, his group has handled about 4,000 inquiries from agencies, manufacturers, publications and others. The number has been on the upswing, however, as emphasis has shifted to the military in light of the Berlin crisis. Questions have ranged from "What kind of uniform should the soldier be wearing in the ad?" to "How should we show military hardware?"

■ Lt. Col. Schmitt emphasized that it is not within the office's jurisdiction to write copy, or to censor. "An agency may submit an ad to us for our reactions prior to publication. While there are virtually no laws against what an advertiser may put in his paid space, nevertheless, if we suspect copy is not in good taste and may prove offensive to the public, we'll only suggest it not be used.

"However," the officer cautioned, "we have reminded advertisers of one hard and fast Army rule: Military personnel may not endorse a product. They may be seen in ads, but they are not allowed to deliver testimonials."

He said the local information office, because it is "promotionally, and not technically" oriented like most Army channels, is able to "walk through" for advertisers problems which otherwise might get bogged down in governmental red tape.

■ One of the busiest areas has been that involving manufacturers who have contracts with the military. These are required to have all ad copy cleared, and this is so stipulated in each contract. The procedure is for a company member to pass the copy on to his area technical counterpart in the Army, or forward it directly to the chief of the appropriate Army technical service in Washington. It is also suggested that a copy of the material be sent to the nearest Army information office (there are Los Angeles and Chicago branches), which can help speed up clearance.

"We have one objective behind all this," explained Lt. Col. Schmitt, "and that is to show the Army in its true light. The service has neither the facilities nor the men to tell its full story. That leaves advertisers and agencies to help do the job. At the same time they enhance their own images by showing how they contribute to national defense.

■ "We're interested," he added, "in reaching agency men on all levels—including those involved with production and materials." Lt. Col. Schmitt and his officers already have made calls at scores of Madison Ave. shops to get acquainted, and they intend to make plenty more.

"One thing," said the lieutenant colonel, "no one so far has said that he's received a runaround or become frustrated as a result of trying to get help from the Army. We hope to keep it that way. The army can give suggestions on copy; provide tanks, trucks, and soldiers to man them—all free of charge; and even arrange clearances for admen to produce their work on military posts. The thing we can't do is initiate the request. That has to come from the agency or advertiser.

"In some cases," he smiled, "we might even be able to show an agency working on defense advertising how, ultimately, it might improve its position with its clients."

■ The New York Army information office is located at 663 Fifth Ave.; the Los Angeles unit is at 6087 Sunset Blvd.; the Chicago address is 1660 E. Hyde Park Blvd.

Weyerhaeuser Appoints Two

Carroll K. O'Rourke, formerly manager of merchandising, has been boosted to consumer market manager, wood products division of Weyerhaeuser Co., Tacoma, Wash. David E. Stalter, formerly director of marketing of Boeing Airplane Co., Seattle, has joined Weyerhaeuser as industrial market manager of the wood products division.

Our own nationally honored food authority exemplifies the

QUALITY TOUCH

Julie Benell, twice honored with top awards by the Grocery Manufacturers of America! As food editor of The Dallas Morning News and star of her own "Julie Benell Show" on WFAA-TV (now in its 10th year), she has received countless other awards, including many for her role in public service and humanitarian work. But more important, *she moves merchandise!* Grocers, almost without exception, say they can feel the impact of her endorsement immediately.

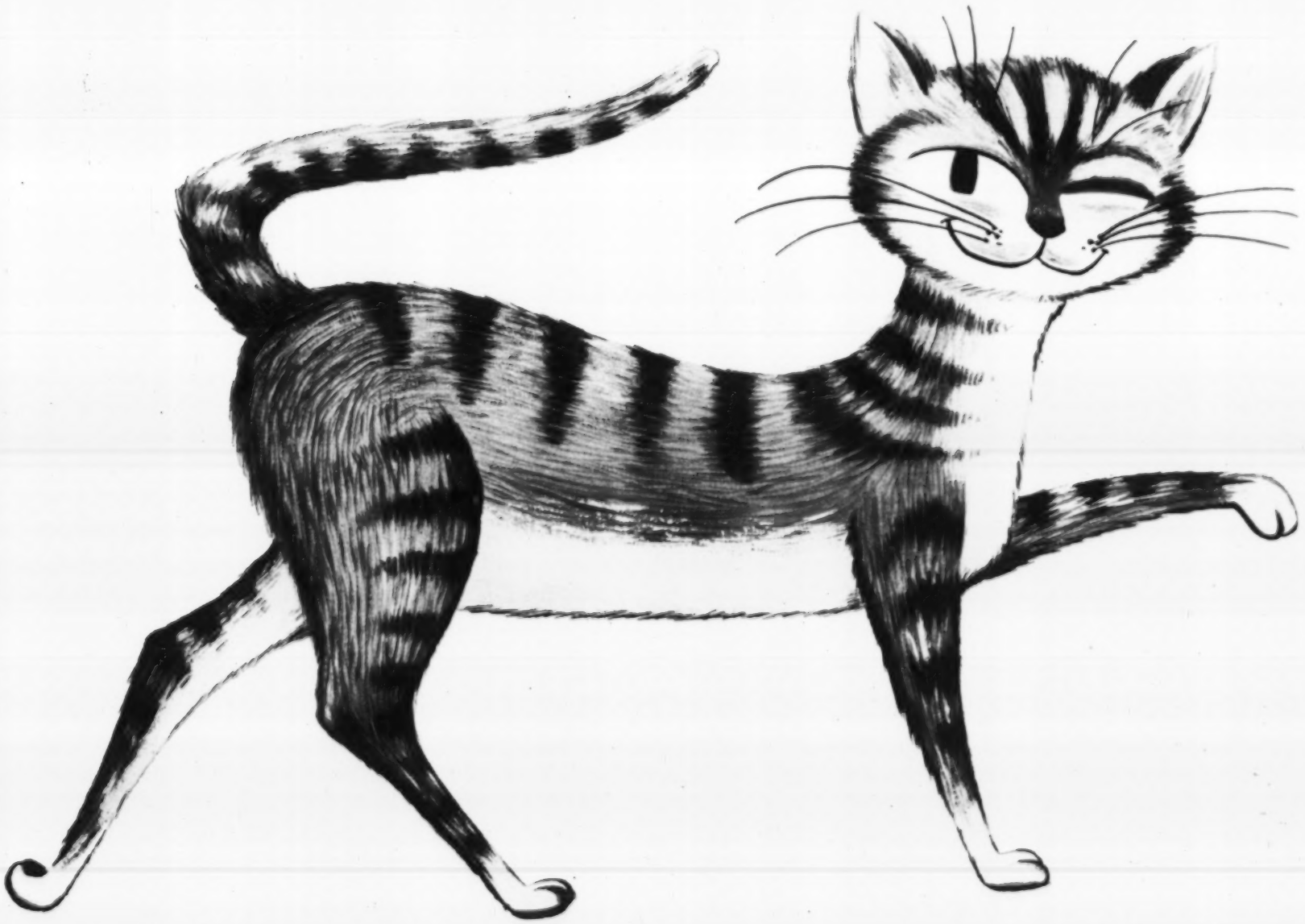
WFAA-TV believes in getting the right person for the right job — be it weatherman, sportscaster, or a queen for the kitchen. It is the only way to further that all-important "quality touch" so vital in the selling of a quality product. Doesn't *yours* belong here?

WFAA-TV
channel 8

AT *"Communications Center"* DALLAS

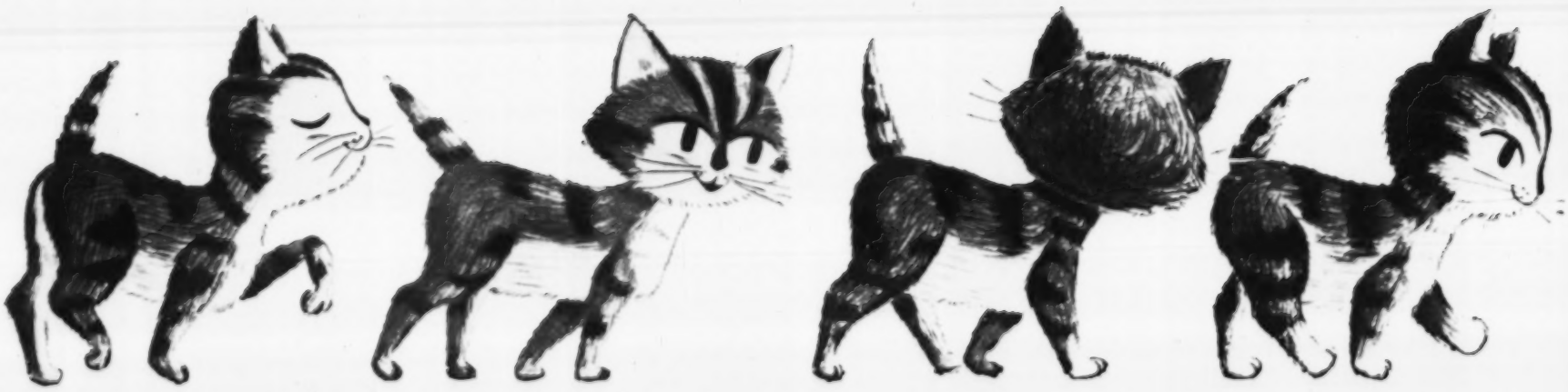
WFAA • AM • FM • TV—THE DALLAS MORNING NEWS

You've Got to Make Calls...

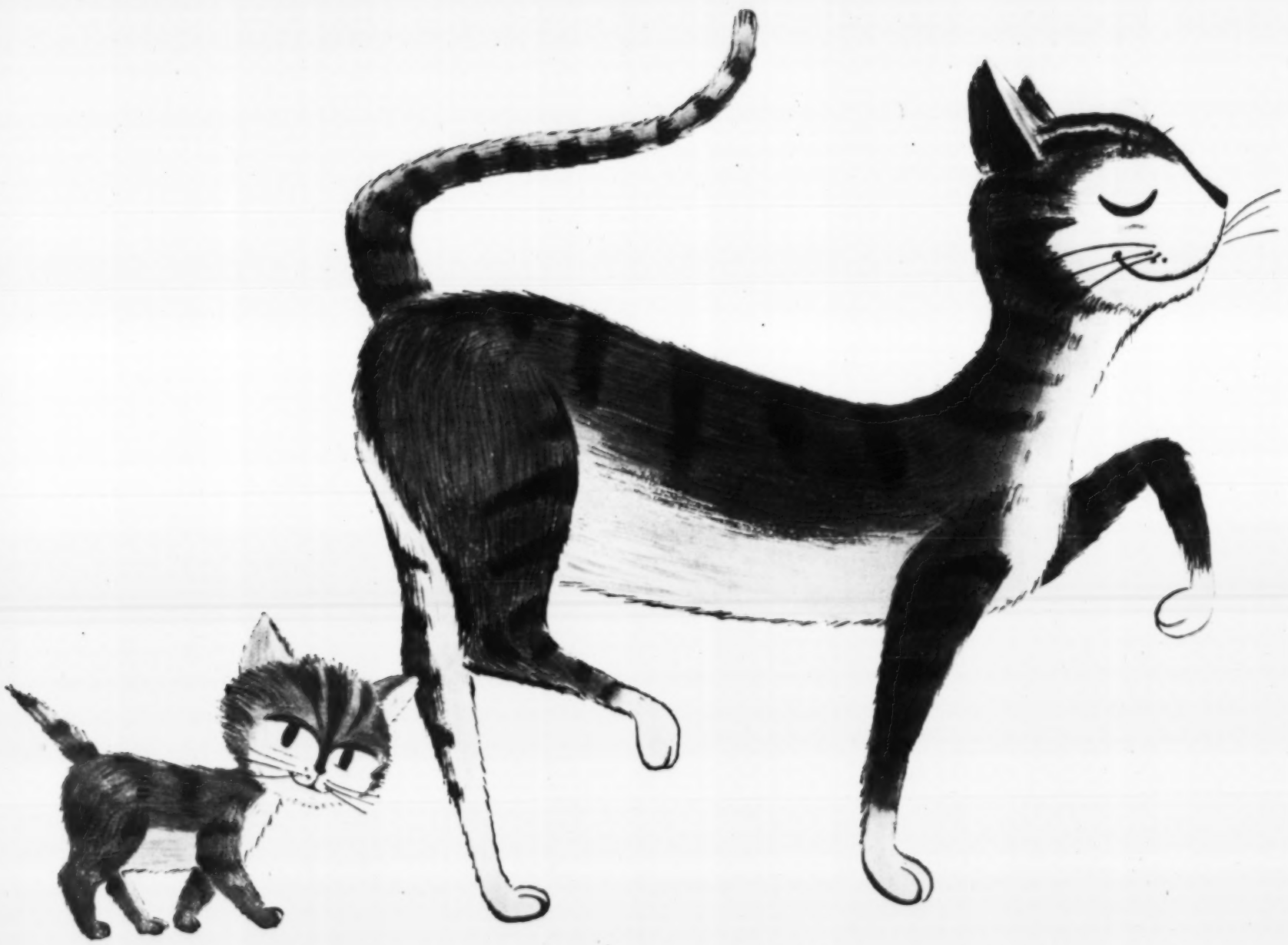


You've Got to Make Calls...

...If You're Going to Get Results



And Farm Journal makes more calls on



farm families than any other medium

Things are looking up everywhere now. But things are really rolling in the country—they started earlier. Income per farm family has risen sharply. Headed for a new all-time high in the months just ahead. It's time to get going!

Nine out of ten of the 3,000,000 families who *do* buy FARM JOURNAL *don't* buy the biggest national weekly magazine. The records show it is much tougher to reach farm families with TV. FARM JOURNAL is tops in this field by a country mile.

•

Farm family buying is biggest in the first quarter. Get your new year off to a good start. Get with it now. FARM JOURNAL that is.

The magazine
farm families everywhere
depend on . . .

FARM
JOURNAL

ALABAMA'S SHOPPING CENTER

Where 25% of the states retail sales are made...

When you think of the Alabama market... think of all of it!

Montgomery, with a metropolitan population of 169,210, is the shopping center of Central and South Alabama. Only the Capital City papers deliver effective coverage in this thriving 13-county market in the heart of the state.

The Montgomery Advertiser-Alabama Journal is the state newspaper in every way. What happens in the Capital City influences the whole state. You can sell its people with just one advertising medium ... the Advertiser-Journal ... the only newspaper that gives complete circulation and news coverage of the area. Circulation is at an ALL-TIME HIGH ... over 93,000 combined daily and over 85,000 Sunday.

FULL COLOR ACCEPTED ALL EDITIONS — 7 DAYS A WEEK

THE ONLY EFFECTIVE COVERAGE OF THE CENTRAL AND SOUTHEAST ALABAMA MARKET

The Montgomery Advertiser-ALABAMA JOURNAL

MORNING—EVENING—SUNDAY KELLY SMITH CO. National Representatives

Red Owl Boosts Two

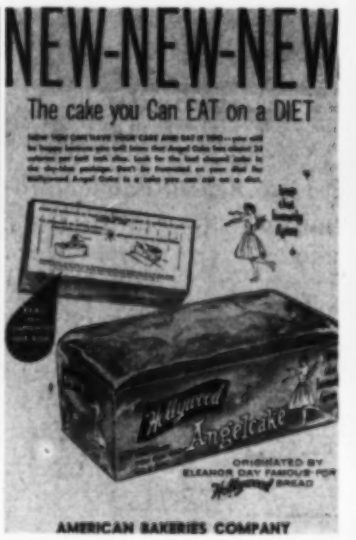
Henry J. Wudlick has been appointed advertising manager, central, western and eastern divisions of Red Owl Stores, Minneapolis. Raymond Hegre has been appointed advertising manager of the chain's Chicago division. Mr. Wudlick was formerly assistant advertising manager of the company. Mr. Hegre was previously advertising manager of the Denver branch.

CBS Boosts Reynolds

CBS-TV, Hollywood, has advanced John T. Reynolds from vp of administration to the new post of vp and general manager, network programs. He will be based on the West Coast.

Gresham Joins Allied Artists

Maury Gresham, formerly with Metro-Goldwyn-Mayer, has joined Allied Artists Television Corp., Los Angeles, as western division sales manager, a new post.



AMERICAN BAKERIES COMPANY

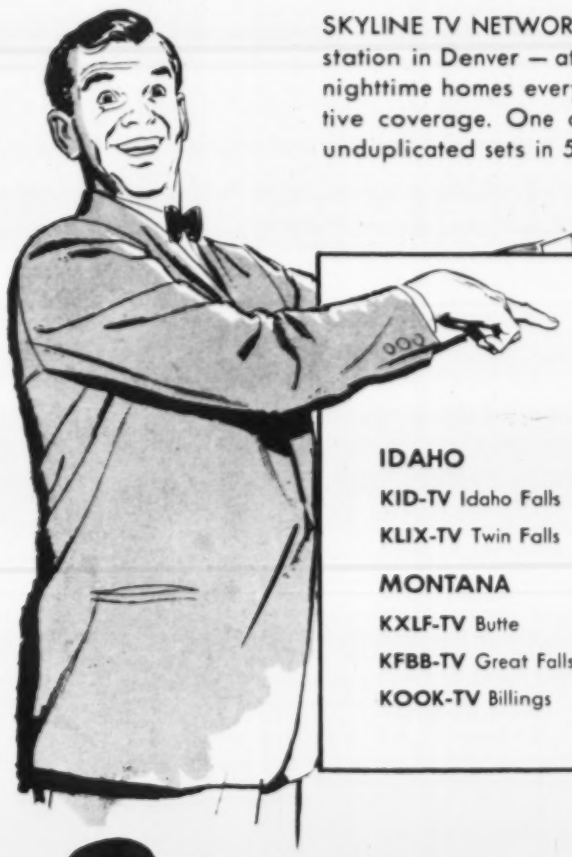
NEW PRODUCT—*American Bakeries Co., Chicago, ran this ad in the Columbus Dispatch to introduce Hollywood Angelcake. Spot radio is also being used to launch the product, franchised by Hollywood Bakers Service, Ft. Lauderdale, in Detroit, Flint, Toledo, Akron, Cleveland, Cincinnati, Louisville and Minneapolis. Young & Rubicam, Chicago, is the agency.*

BIGGER than DENVER

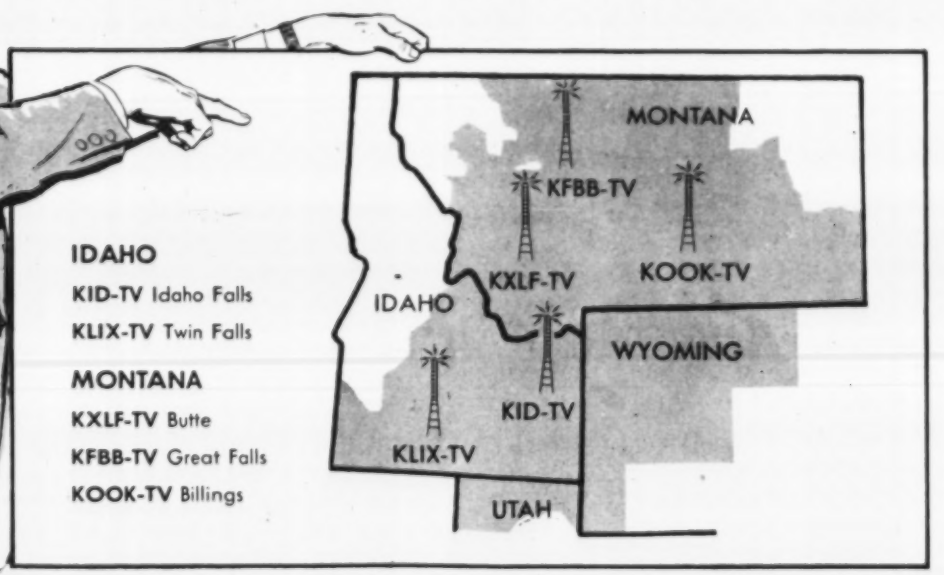
One Buy Delivers

IDAHO-MONTANA

plus 11 counties in Wyoming at lower cost per thousand



SKYLINE TV NETWORK delivers 27,500 **more** TV homes than the highest rated station in Denver — at 29% **lower** cost per 1,000. SKYLINE delivers 92,300* nighttime homes every quarter-hour Sunday through Saturday. Non-competitive coverage. One contract — one billing — one clearance. Over 254,480 unduplicated sets in 5 key markets. Interconnected with CBS-TV and ABC-TV.



IDAHO
KID-TV Idaho Falls
KLIX-TV Twin Falls

MONTANA
KXLF-TV Butte
KFBB-TV Great Falls
KOOK-TV Billings

*ARB average March, 1961

Skyline TV NETWORK

P. O. Box 2191 Idaho Falls, Idaho
Call Mel Wright, phone JAckson 3-4567
TWX No. IF 165
Or your nearest Hollingbery office
or Art Moore in the Northwest

FTC Probes Deals Between Newsstands, Smaller Publishers

WASHINGTON, Sept. 12—The Federal Trade Commission swooped back into the magazine distribution field last week in a drive to mop up any remaining "payoffs" by publishers seeking preferred newsstand treatment.

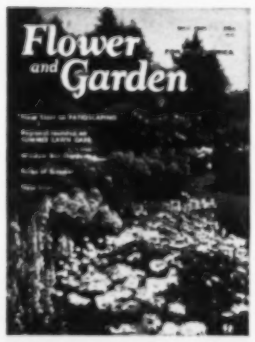
A total of 58 publishers and national distributors of magazines, comics and books have been ordered to provide sworn information about any irregular promotional arrangements they may have carried on during the past 18 months. FTC Chairman Paul Rand Dixon said the commission has reason to believe there are a number of publishers who have been making discriminatory promotional payments.

The new drive by-passes most of the major publishers. About a year ago, these industry leaders all signed consent agreements promising not to make any illegal promotional payments. It also skips Union News Co., which was recently hit with a cease-and-desist order which forbids it to "knowingly solicit discriminatory payments" from suppliers.

■ FTC's interest reportedly was sparked by complaints from the big publishers, who say they are being crowded out of choice spots as a result of the deals worked out between smaller publishers and newsstand operators. Chairman Dixon's statement did not disclose the source of FTC's interest, but it said the commission suspected unlawful favoritism in the form of lower prices and special advertising allowances and services.

The 58 publishers and distributors must provide sworn information about transactions with wholesalers and retailers in New York, Washington, Philadelphia, Chicago and Boston, including a tabulation showing names and addresses of recipients of all price concessions not granted to all other wholesalers and retailers; all promotional payments granted to each wholesaler and retailer; the total amounts in dollars and the rates of these price concessions and promotional payments granted on each magazine title, on each line of comics, paperbacks, children's books by price range, and on hardbacks by customer class (students, institutions, book clubs, etc.). #

This is a picture of a $4.7 billion dollar market



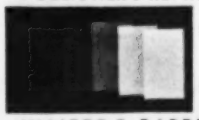
If you have a stake in such a market, you should take a real long and careful look at the fast-growing, prestige-building Flower and Garden Group. No "special interest" magazine in the gardening field has been able to match Flower and Garden's circulation growth (with its two regional editions*)—500,000 subscribers in just four years—with more than 2 million readers!

And no "business" publication in the garden supply field has been able to reach (and interest) the multi-billion dollar, dealer purchasing power the way Flower and Garden Merchandiser does.

It's no wonder that advertising dollars go farther in the Flower and Garden Group — and that more and more advertisers and their agencies are telling us that these magazines are by far the most profitable way to move merchandise.

*A third regional—Flower and Garden's new Western Edition—will be added beginning with January, 1962.

The Flower and Garden Group/543 Westport Road, Kansas City 11, Mo.

PUBLISHER'S REPRESENTATIVES

NEW YORK
551 5TH AVE., N. Y. 17
MU 2-5253
CHICAGO
6 NO. MICHIGAN AVE.
ST 2-8996
WALTER E. BARBER CO., INC.

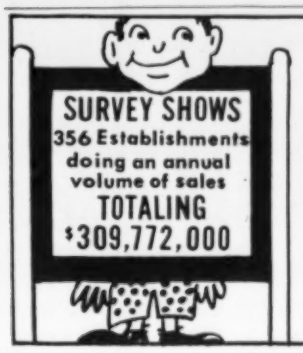
Nielsen Appoints Washburn; Boosts von Ladau to VP

C. Langhorne Washburn, inventor of the Aptimeter System, an automated technique of gathering consumer opinions at point of sale, has been appointed vp of A. C. Nielsen Co., Chicago. Mr. Washburn, formerly president of Automated Preference Testing Corp., New York, will be based in New York where he will be responsible for new markets, special sales and further systems development. Automated Preference was acquired by Nielsen in July.

Philip F. von Ladau has been appointed vp of Nielsen. He will continue as western division sales manager for national services, with headquarters in Menlo Park, Cal.

Donohue to Open Offices

Stephen T. Donohue will resign as director of media relations of American Medical Assn., Chicago, Oct. 1, to open his own public relations counseling organization, Stephen T. Donohue Co., with offices at 420 Lexington Ave., New York. The new company will specialize in the medical and health fields.



LUBBOCK, TEXAS IS THE
SIXTH
LARGEST WHOLESALE
MARKET
IN THE STATE OF TEXAS
LUBBOCK
AVALANCHE·JOURNAL
Represented by Texas Daily Press League

BIG BOTTLE—*Four Roses Distillers Co. has begun its biggest painted bulletin program since Repeal for the brand with this 15' x 63' display at Fort Lee, N.J., one minute from George Washington Bridge. Handled by A. Asch Co., outdoor advertising agency for Four Roses. 20 similar spectaculars will be installed across the U.S.*

Common Market Attracts U. S. Business Activity to Europe, McGraw-Hill Reports

NEW YORK, Sept. 12—The economic boom in the European Common Market countries is reflected in McGraw-Hill's third annual survey of overseas operations of U. S. companies.

The survey, released Sept. 7, shows that U.S. industrial companies plan overseas capital outlays of $3.29 billion in 1962—a 4% decline from 1961. However, most of this decline represents decreased investment outlays for Canada and Latin America. U.S. investment in the Common Market countries is expected to move up from $703,000,000 to $739,000,000.

Also, a good part of the decrease results from a 7% drop in planning expenditures by oil companies. Manufacturing companies expect only a 1% cut. Oil companies account for about 50% of the total overseas investment planned for 1962.

Manufacturing companies reported that they will concentrate 60% of their spending for replacement and modernization of overseas facilities, the remaining 40% going for new capacity. Manufacturers also said they expect their overseas subsidiaries' sales to increase 6% this year and another 10% in 1962, while export sales from domestic plants are expected to increase only 3% in the same two years.

■ The growing interest in Common Market operations is pointed up by these figures: In 1960, manufacturers spent $358,000,000 for plant, equipment and property in ECM countries; plans for 1962 are now more than one and one-half times this amount—$539,000,000.

Among the industries planning big investments in the European Common Market in 1962 are food and beverages; chemical, stone, clay and glass; and paper and machinery.

The countries making up the Common Market are France, Germany, Italy, the Netherlands, Belgium and Luxembourg. ≡

Wick Buys Williston Daily

Walter M. Wick & Associates, Niles, O., has bought the *Herald*, Williston, N. D., from Harry E. Polk. Mr. Wick, former editor and publisher of the *Niles Daily Times*, will hold similar titles with the daily *Herald*. Walter F. Johnson Jr. has been named assistant publisher and advertising director of the *Herald*.

B. J. Martin Names McLearen

John G. McLearen has been appointed eastern sales manager of *Electrified Industry* and *Today's Business*, publications of B. J. Martin Co., Chicago. Mr. McLearen, formerly sales manager of *La Hacienda*, Spanish language magazine, New York, will maintain his office in Red Bank, N. J.

Simons-Michelson Names Zieve

Morton Zieve has been appointed director of tv and radio of Simons-Michelson Co., Detroit agency. Mr. Zieve was formerly producer-director of WXYZ-TV, Detroit.

Let's EXPLODE old theories about Florida

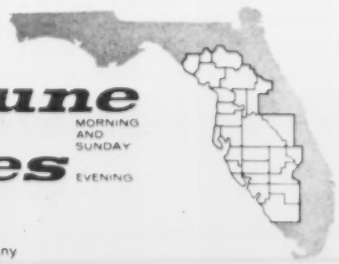
To begin with — Tampa is the *big half* of the *Tampa-St. Petersburg Metropolitan market*. Population now 294,000, and Retail Sales $490,350,000 — 52% more than St. Petersburg.

The Tampa Tribune and Tampa Times low-cost combination — gives you nearly 100% average daily household coverage of Tampa, Brooksville, Lake Wales, Sebring and Winter Haven; 98% of Plant City; 56% of Lakeland; 49% of Bradenton; 40% of Clearwater; 29% of Sarasota and 20% of Gainesville . . . and 20% to 100% of seven others.

Merchandisable* household coverage in 18 Key Florida Cities — plus 42% average daily household coverage in 25 big, Florida counties! **Tampa T'n T deserves a spot in your TOP SCHEDULES!**

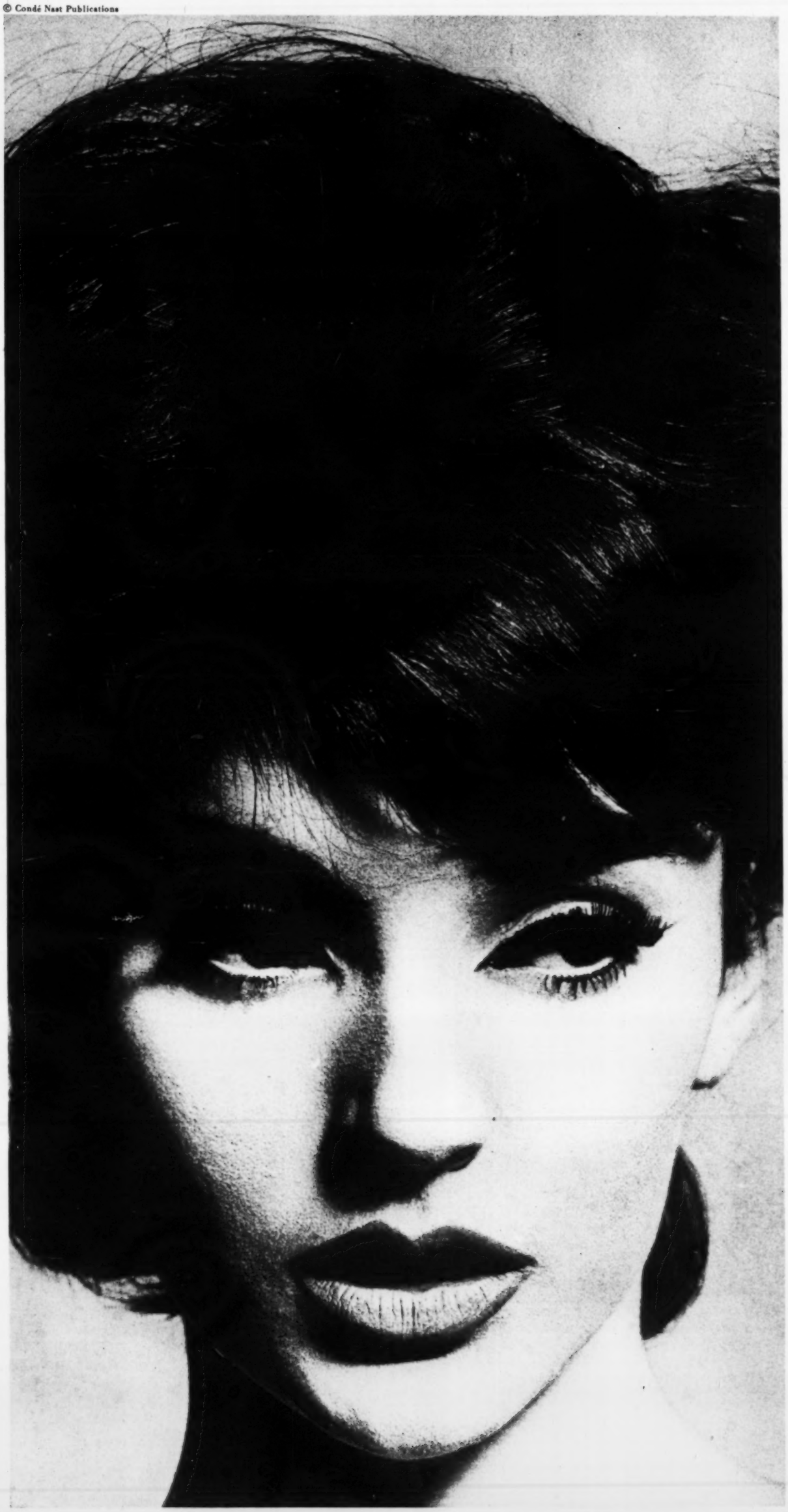
**20%-100% daily household coverage. Market data from SM 1961 Survey of Buying Power. Circulation, ABC, 3/30/61. Note: Pinellas County figures less City of St. Petersburg.*

THE Tampa Tribune 'n Times
MORNING AND SUNDAY
EVENING



Represented Nationally by Sawyer-Ferguson-Walker Company

© Condé Nast Publications

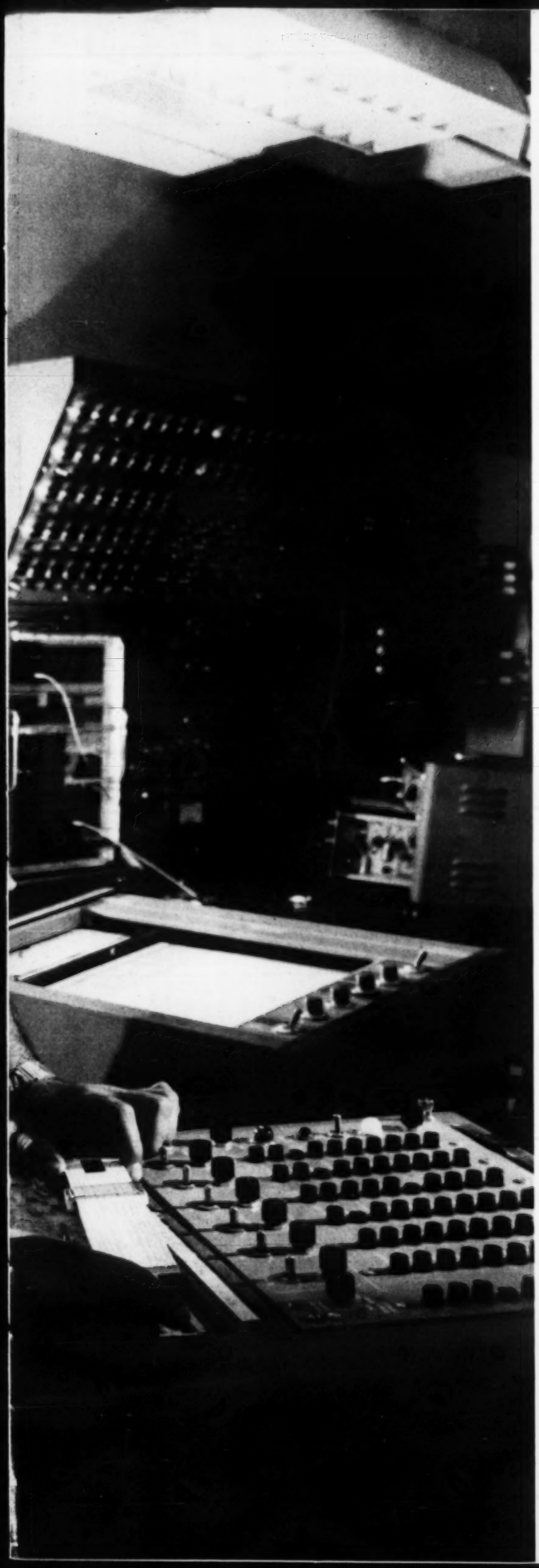


the all-woman woman...

Your kind of woman . . . your kind of young customer. She's all woman, excitingly, decidedly, the female of the species. Out of her gangly, dependent teens (and glad of it) she's a poised, independent "twenty" who intends to remain forever twenty-nine. She has a cultivated eye, an educated palate and a healthy ego. All woman, she's glad she's a girl! She cares about her looks and looks it . . . she dresses for men and admits it. She believes cosmetics, like clothes, make the woman—and experience has taught her they magnetize the man. Manicured to her fingertips, mascaraed to her eyelashes, she's groomed and girdled Monday through Sunday. She's the beauty with brain power, will power and buying power who never has anything to wear and never has her fill of shopping. The all-woman woman has a craving for clothes, a passion for perfume and a predilection for pampering. A do-it-herself Pygmalion, she "makes up" for more roles than a Broadway ingenue. She's the young woman ad men have in mind when they speak of the tidal wave of the twenties, the dynamic twenties market. She's the young woman who sees herself in, you sell in

GLAMOUR guarantees 1,000,000 young women

THE MAGAZINE FOR THE SOARING TWENTIES



BASIC TEST FOR MEDIA SELECTION:

Ask anyone, anyone you're trying to sell in the aerospace market, what publication he reads and respects most.

A powerful editorial force is a powerful selling force.

Aviation Week *and* ***Space Technology***

A McGraw-Hill Publication. 330 West 42nd St., New York 36, N.Y.

ABC PAID CIRCULATION 81,927

Analog Computer Lab—Raytheon

Along the Media Path

A semi-weekly classified directory of services by individuals and companies is now being published in neighborhood news editions by the **Chicago Tribune** and circulated to residents of southern and southwestern segments of the metropolitan Chicago area. The directory, which covers such services as air conditioning, bricklaying, landscaping, auto repair, nurseries, watch repairing and printing, will be extended to readers in other sections in the future.

• **Montreal Gazette** published its second annual back to school section, which contained 16 pages, Aug. 29.

• **La Presse**, Montreal, French language newspaper, is running a six-week contest featuring 36 of French Canada's most famed sons and daughters. Photographs and a brief biography of a well-known French Canadian are featured each day, and cash prizes of $50 each are awarded each week to the first 25 entrants who correctly identify the featured personalities. At the close of the contest a grand prize drawing will be held, with the winner collecting $1,000, the runner-up $500.

CONVERSATION PIECE—*To help KABC, Los Angeles, celebrate the first anniversary of its conversation radio format, Gloria Wall distributed specially-wrapped Kent cigarets promoting the station's programs and personalities to Los Angeles agencies.*

• More than 35,000 people attended the second annual family day celebration, held at West View Park Aug. 26, sponsored by **WIIC**, Pittsburgh. One of the highlights of the day was a live telecast from the park of the station's regular 90-minute "Studio Wrestling Show," featuring four matches between the nation's top wrestlers.

• **KVIL**, Dallas fm station, went on the air Aug. 25, operating on a power of 119 k.

• On Sept. 5, the **Washington Post** distributed 22,000 copies of a special eight-page color section which reprinted a series of 10 articles concerning urban and suburban progress and problems in the Washington area.

• **KBUZ**, Phoenix, account executives deliver carnations, placed in a vase imprinted with the station call letters, to local agency receptionists each Tuesday morning.

• Yeshiva University, Manhattan, marked its 75th anniversary Sept. 10, with a special 16-page color section in the **New York Times**.

• Effective Oct. 2, **WWRL**, New York, will devote its full 24-hour broadcast day, Monday through Friday, to servicing the Negro communities of metropolitan New York and New Jersey.

• On Aug. 29, the **News**, Van Nuys, Cal., commemorated the 50th anniversary of both the newspaper and the city with a special edition, containing four separate color sections. The sections dealt with history and people, industry, missiles, electronics, outer space and financial, real estate and development of the San Fernando Valley during the past half century.

• **WYFI-FM**, Norfolk, Va., moved into new facilities in the new $7,000,000 Golden Triangle Hotel Sept. 2.

• In August, **WITN**, Washington, N. C., television station, was host to advertising representatives from New York, Chicago, Philadelphia and Raleigh on a four-day market tour of the Carolina area served by the station. The tour included a visit to the world's largest tobacco auction market, at Wilson, N. C. #

'Miami Beach Sun' Names Bruun

Paul M. Bruun, entertainment editor and columnist for the *Miami Beach Sun*, has been appointed managing director of the daily. Parks Rusk, who has been *Sun* publisher since 1954, has been reassigned by the company to expand its group of community newspapers. The *Sun*, which is a subsidiary of Storer Broadcasting, has four weeklies in Greater Miami.

Guild, Bascom Names Andrews

Guild, Bascom & Bonfigli has named Peter T. Andrews, formerly with Richard N. Meltzer Advertising, Los Angeles, as an account executive in the Seattle office. His primary assignment will be assisting Tom Killilea, senior account executive on the Carling Brewing Co. account. GB&B has moved its Seattle operation to new offices at 1609 Tower Bldg.

Gellert-Wolfman Names Fisher

Samuel Fisher, previously with Colgate-Palmolive Co., has been appointed advertising manager of *Photo Dealer*, New York, a Gellert-Wolfman publication.

PRIMA*

In any language, The Cedar Rapids Gazette is Iowa's 1st newspaper in total advertising linage and provides 95% coverage of Iowa's 2nd largest market.

Represented by Allen-Klopp Co.

*PRIMA means FIRST in Latin

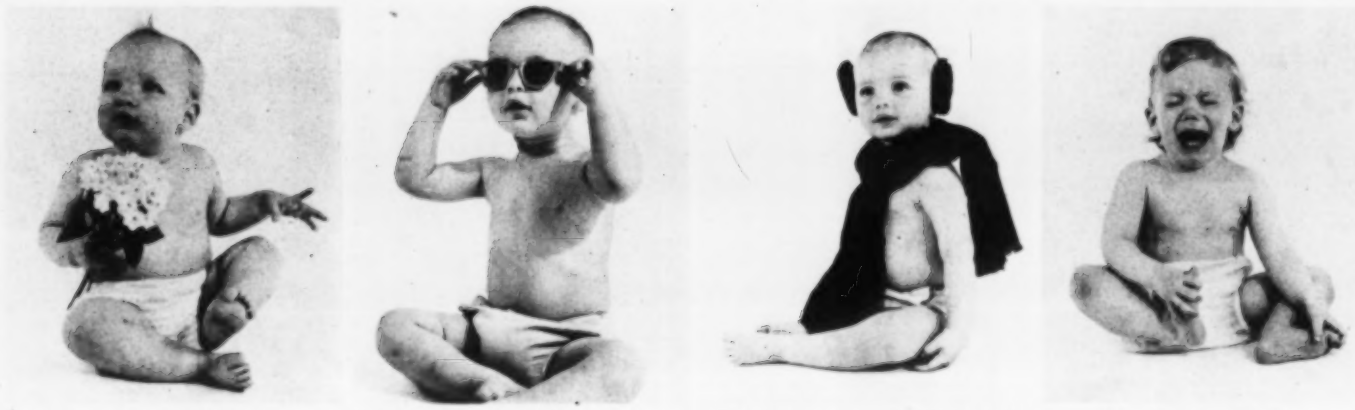
WJR-Politz study new look at radio in Detroit - Great

The 1961 WJR-Alfred Politz Study offers a completely new approach in radio research. It so well equips WJR sales representatives to pinpoint customers for your products that we warn you in advance—they're bound to get a bit aggressive. But let them. You'll find that as they apply this new kind of radio research to your specific advertising objectives, you'll be able to reach logical prospects. Prospects who buy soap and soup, new cars and used cars, pianos and grass seed. All kinds of people who buy all kinds of products.

This study is of radio listening in general and of WJR listening specifically. It comprehensively covers a 100-county four-state area, and gives an accurate up-to-date picture of the area, of its radio listening habits, of listener reaction to WJR programming. The study is of *individuals*, not households. All data refers to listeners aged 15 and over. This method makes it possible to reliably report breakdowns by age, sex and socio-economic status. It defines extent of education and whether listeners are home owners or not.

The study compiles the total weekly cumulative audience of WJR and of 174 other radio stations mentioned. It breaks down overall radio listeners and WJR listeners by time of day, day of week, by age, by sex, by socio-economic status, and by where they listen to radio.

Equally important to advertisers, the 1961 WJR-Politz Study points up listeners' preference for WJR's news, sports news-scores summaries, sports play-by-play, farm programs, traffic conditions, news reporting accuracy, homemaker programs, farm news and market reports, weatner forecasts, all-around helpfulness, public spirit, and listeners' attitudes toward the kind of advertising WJR carries.



"Fair, pleasant weather . . ." "Bright, sunny weather . . ." "Brrrr! Button up your overcoat . . ." "Squally weather accompanied by rain . . ."

WEATHER TOTS—*In the wake of recent complaints about tv weather forecasting being either too dull or too beefed up, Video Varieties Inc., Pittsburgh, has produced a syndicated series featuring 82 babies in 185 15-second sequences, as shown in the stills above from the series. In a sequence showing a baby changing from laughter to indecision to tears, the announcer follows through with a voice-over forecast of, "Sunny weather changing to rain." The series is offered on an exclusive basis in major markets.*

gives completely listeners Lakes area

An unusual point covered by the WJR-Politz Study is a profile of the types of music listeners prefer according to their age and sex. The music categories rated by listeners include popular music with full orchestration, popular music with small orchestration, folk music, classical music, fine music, and rock 'n' roll.

You've been fairly warned that WJR sales representatives will be not just enthused, but aggressive—and with good reason. So hear them out for your own good and for that of your sales curve as they apply the 1961 WJR-Alfred Politz Study specifically to your products and to your prospects. It will give you a revealing new look at the lucrative Detroit-Great Lakes area, served best by WJR.

We believe you'll find the WJR-Politz Study extremely helpful. So give us or the people at Henry I. Christal a call—and hear the story out. You owe it to yourself—because WJR is continuing to help advertisers toward well-grounded radio research with this completely new look at radio listeners in the Detroit-Great Lakes area.

WJR DETROIT

760 KC 50,000 WATTS

Represented by Henry I. Christal Co., U.S. & Canada • Atlanta • Boston • Chicago • Detroit • Los Angeles • New York • San Francisco

By '63 Radio Can Hit $90,000,000 in New Sales: Sweeney

HADDONFIELD, N. J., Sept. 12—Kevin B. Sweeney, president of the Radio Advertising Bureau, opened the bureau's series of fall management conferences here last week by giving radio a target to shoot at —$90,000,000 in new business by 1963.

Mr. Sweeney said radio could pick up $55,000,000 to $60,000,000 in new local business and about $30,000,000 in network and spot "by 1963 budget-making time if we sell consistently enough and intelligently enough."

Mr. Sweeney said an RAB survey of agency media directors had given radio the kind of selling clues needed to take millions away from television, "even if we don't hack a cent out of print media."

He repeated his earlier contentions that a good deal of radio's expansion should come from the retail field as a result of the bureau's "challenge" test campaigns.

Jules Rabin Adds Two

Jules Rabin Associates, Valley Stream, N. Y., has been named to handle advertising for American Franchise Sales Corp., Mineola, N. Y., programming counsel for a number of franchise organizations. Rabin has also been appointed to handle advertising and public relations for World Green Stamps, Roosevelt, N. Y.

Worthington Names Barno

Peter S. Barno, formerly vp for public and industrial relations of Chase Brass & Copper Co., Waterbury, Conn., has been named vp, employe and public relations, of Worthington Corp., Harrison, N. J.

KTVH-TV Boosts Ritchie

William S. Ritchie has been appointed general sales manager of KTVH-TV, Wichita and Hutchinson, Kan. Mr. Ritchie formerly was local sales manager.

It's simple . . . SHOW HIM with living 3-D pictures. Stereo talks a language everybody understands.

In today's demanding market, the complete, dramatic realism of full-color stereo carries your message as no other media can. Stereo is **always** seen—**never** goes into the wastebasket. Your prospect sees your product exactly **as it is**—be it buttons or bulldozers—and hears it speak with commanding authority. Design, color, texture, all details and features are reproduced with a "reach out and touch" realism that "reaches out and sells".

Put View-Master Stereo to work for **you**—write today.

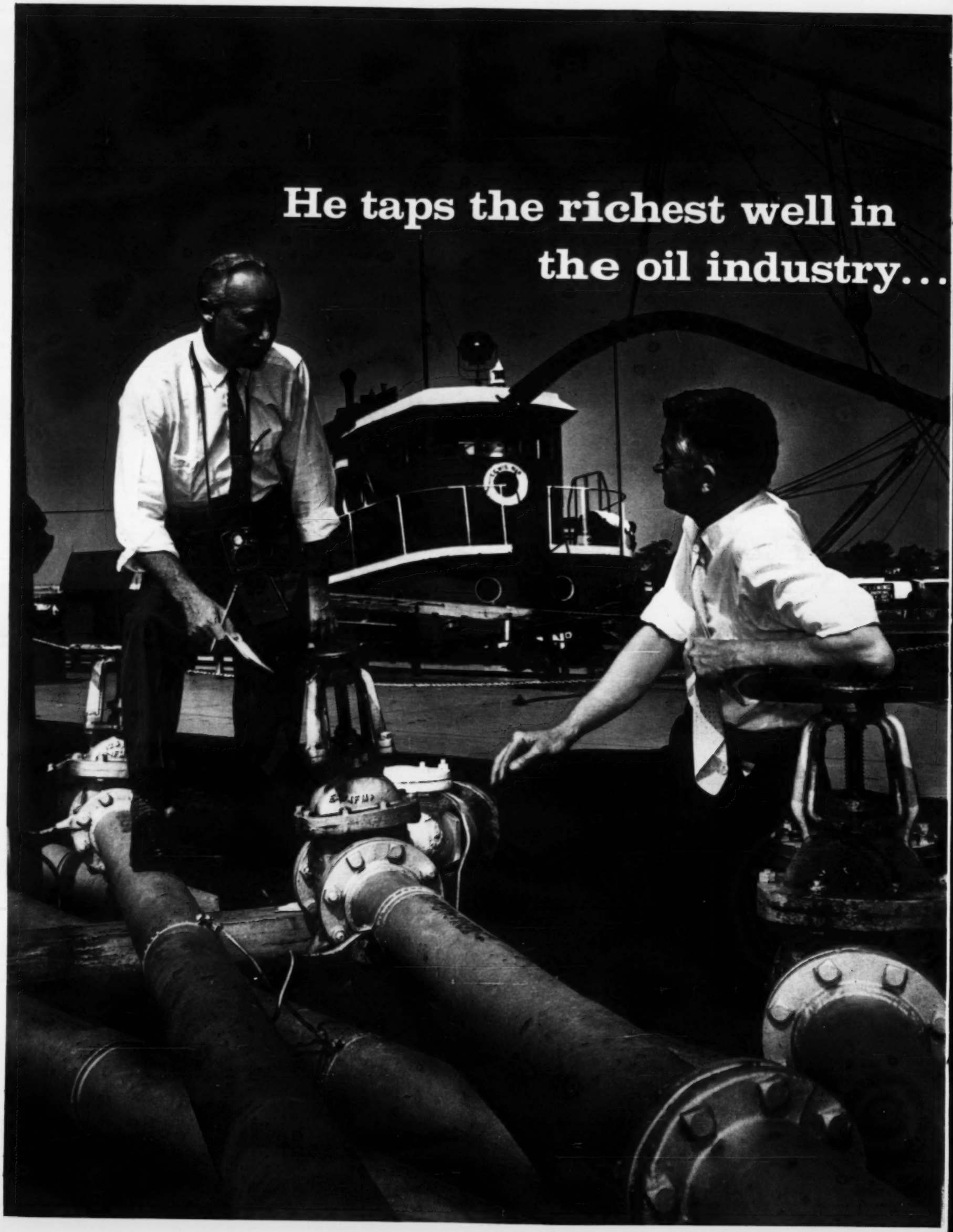
SEND FOR FREE SAMPLE: View-Master product reel and hand viewer. Mail coupon to Sawyer's, Inc., Dept. A, Portland 7, Oregon.

Name_____

Company_____

Street_____

City_____ Zone____ State____


He taps the richest well in
the oil industry...

. . . marketing information

Frank Breese, Editor of NATIONAL PETROLEUM NEWS, will tell you that today the big oil strikes are made in the market place as often as in the fields. Over the years, he has watched *marketing* rapidly come abreast of production, refining and pipelining in importance to the industry. NPN readers have "watched" with him.

How big are the surpluses? Which consumer areas are growing? What new competition, domestic and foreign, is involved? What of changing government policies?

To get the dollars and cents answers his readers *must* have, Editor Breese spends more than one-third of his working time in the field with his highly portable rig—pencil, notebook and camera. Examining every outcropping that looks productive of an oil story, he applies the test: Will this news increase efficiency and profit for NPN readers?

Frank began his reporting-writing career in newspapers after his graduation from USC and was a war correspondent in World War II. He joined NPN in Los Angeles in 1948, became NPN West Coast Editor in 1951 and Editor in 1955.

In putting the magazine together each month, Frank directs a seasoned staff of writers and editors. The NPN team is in constant touch with every key news source in the industry —in management, merchandising, warehousing and transportation.

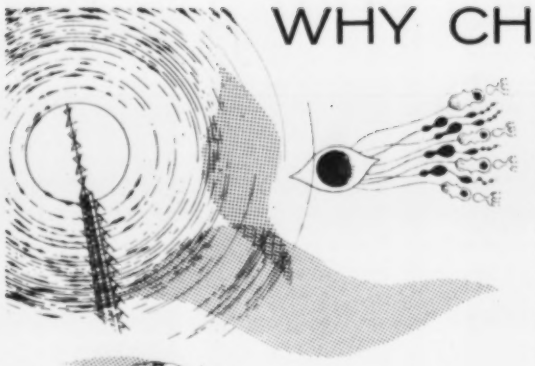
That is the McGraw-Hill formula: Digging hard and tailoring each story to specific reader interests. It is the reason more than one million men who make the decisions for industry pay to read our magazines. Similarly, advertisers know they can reach their special audiences most effectively by concentrating their advertising in one or more McGraw-Hill publications serving their major markets.

McGraw-Hill
PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd STREET, NEW YORK 36, N. Y.

Latest developments in transport system of a large independent oil distributor, Lewis Oil Co., Port Washington, New York, are explained by Edwin B. Lewis (right), dispatcher, to NPN's Frank Breese, aboard company's barge, part of extensive delivery network.

WHY CHASE GHOSTS?



That's exactly what some IRE member-engineers are doing —chasing the ghosts that haunt your TV screen. For years, they've been avidly studying what causes these ghost images, and what to do about them. Their researches have led to quiet but tangible improvements in TV equipment, including antennas, and in your final enjoyment as you watch your home screen.

Last year, outstanding contributions to the theory and technology of antennas were made by Helmut L. Brueckmann, of Fort Monmouth, N. J. The IRE proudly awards him the Harry Diamond Memorial Prize, 1961, saluting him along with countless others who are perfecting the art of radio and television.

The researches and findings of electronics engineers like Mr. Brueckmann are published each month in *Proceedings of the IRE*. Advertise your electronics product in *Proceedings*, and you make your firm a partner in this worthwhile publishing enterprise.

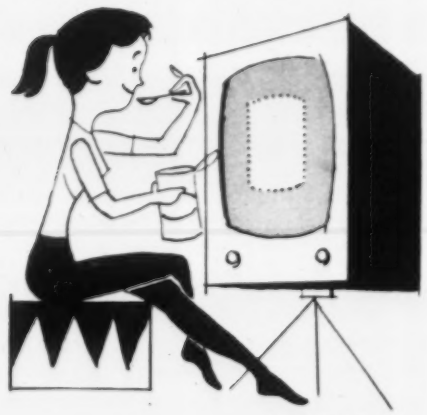
Proceedings of the IRE

Adv. Dept., 72 West 45th Street, New York 36 • MUrray Hill 2-6606

IN
PORTLAND
OREGON

they eye it.....

and Buy it.....



ON

KOIN/TV.....

KOIN-TV is Portland's *resultful* station because it reaches 7 of every 10 homes in a rich 33 county area, with highest ratings (see the latest Nielsen).

New Represented Nationally by
HARRINGTON, RIGHTER & PARSONS, INC.

Getting Personal

Jeremy Gury is now trying both sides of the fence: On the advertising side he's senior vp and creative director of Ted Bates & Co.; on the editorial side he's new chairman of editorial council of *Overseas*, published by the Institute of International Education. The magazine surveys the field of international education and will carry advertising . . .

Erwin D. Swann, vp of Warwick & Legler, is joining the Broadway managerial ranks. He says he has things so well organized that he will try handling stage ventures on a parttime basis. His partner will be his wife, Caroline. No novice, she's had a hand in "The Tenth Man" and "The Hostage," to mention only two of her ventures . . .

Classical notes at BBDO: **Nancy Siff,** in tv production, spent part of her vacation at Tanglewood reviewing concerts for the *Musical Leader*, monthly trade publication . . . **Ed Marshall,** in the tv department, vacationed at the National Music Camp, Interlochen, Mich., where he was a guest lecturer. And **Carl Davis,** copy chief of the Cleveland office, is building an outdoor fireplace, using ancient chisels given him by stoneworkers at the Parthenon last spring when he visited Athens . . .

Rood Weber Cone

FAREWELL—*Joseph J. Weber, retiring as head of Foote, Cone & Belding archives department after 47 years, was feted at a luncheon recently and presented with a silver bowl and king-size card signed by the staff. Adding their signatures are A. E. Rood, secretary and senior vp, and Fairfax Cone, chairman of the agency's executive committee.*

Engaged: **Mary Parke Jones,** editorial coordinator at St. Martin's Press, will be married Nov. 4 to Erickson Johnstone, treasurer of Johnstone Inc., and son of its president, Muriel Johnstone . . . On Nov. 18, **Patricia Carola Gould,** assistant to the president of Sextant Inc., will marry Thomas Edward O'Brien . . . It will be an October wedding for Faith Ann Charak, and **Paul D. Weinberg,** vp of Equity Advertising, New York . . .

Aug. 30 was the departure date for **Edgar Kobak,** New York management consultant, and his wife and their two grandsons, who are touring Paris, Rome and London . . .

Campaigners—**Jim Phillips,** senior account exec at North Texas Advertising Co., has been named public relations chairman of the current United Fund campaign in Fort Worth . . . **Charles Kellstadt,** board chairman of Sears, Roebuck, was tapped for the national chairmanship of the Radio Free Europe Fund . . .

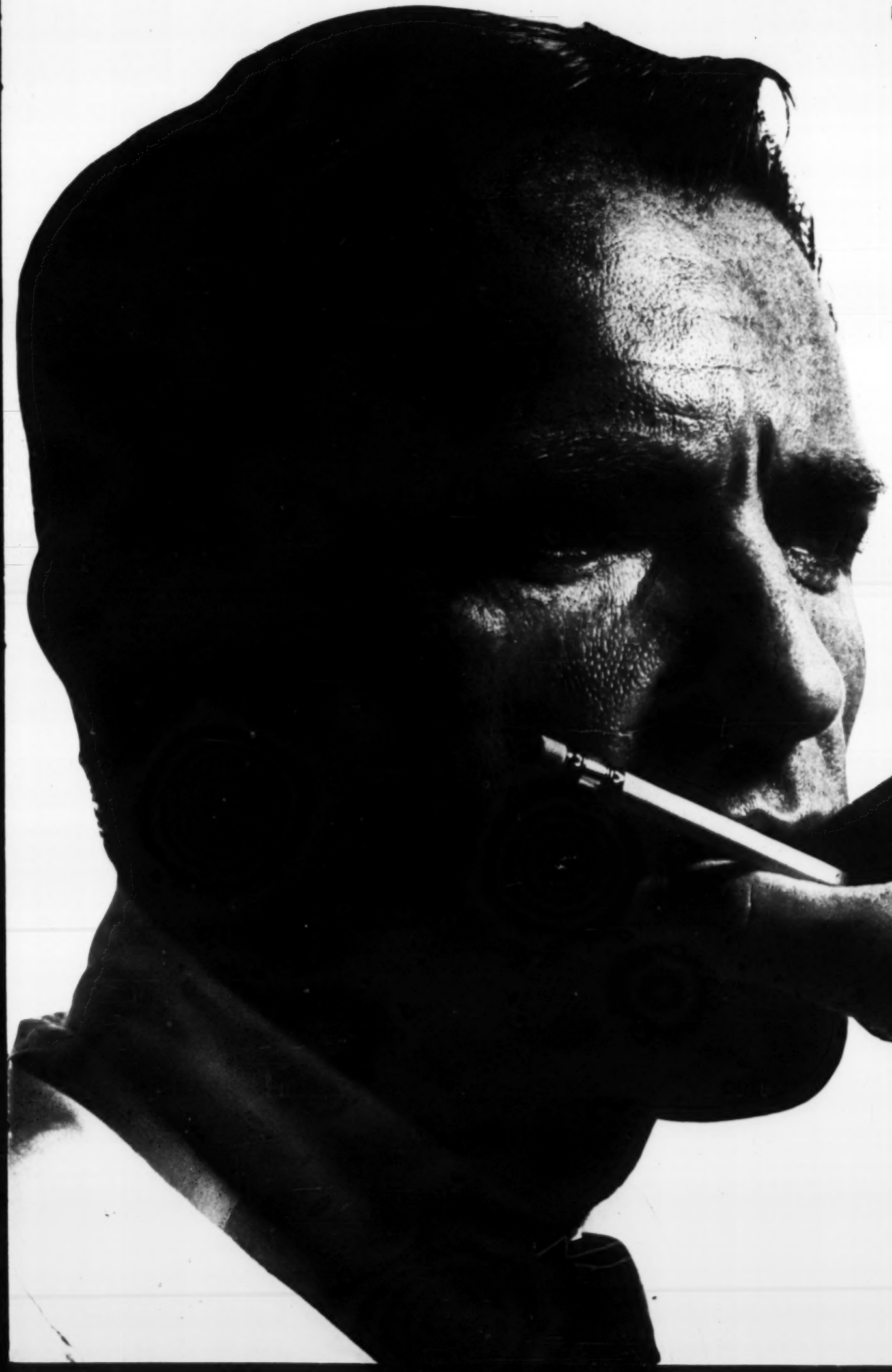
Election results: Two of the "anti-boss" resurgent candidates sweeping New York City's Democratic primaries stemmed from the ad field: **Charles Kinsolving,** marketing consultant with the Bureau of Advertising, won as a district leader, as did **Carol Greitzer,** formerly with J. Walter Thompson—she and her co-candidate toppling Carmine De Sapio, the party leader of New York County . . . **Edward L. Nash,** 29-year-old ad director of Crowell-Collier, lost by less than 2,000 votes in the Republican primary race for New York City Council. He ran against 78-year-old Stanley Isaacs, venerable city politician, who has gone unchallenged for 20 years.

Rosser Reeves, head of Ted Bates, who hit the non-fiction best-seller lists with his "Reality in Advertising," is making a name in another literary field, too. His long poem, "Infinity," was published a while back in "The Magazine of Fantasy & Science Fiction"—"it drew more favorable letters than any poem we have published in some years," the magazine said in its September issue which printed two more Reeves poems: "Effigy" and "E=MC²" . . .

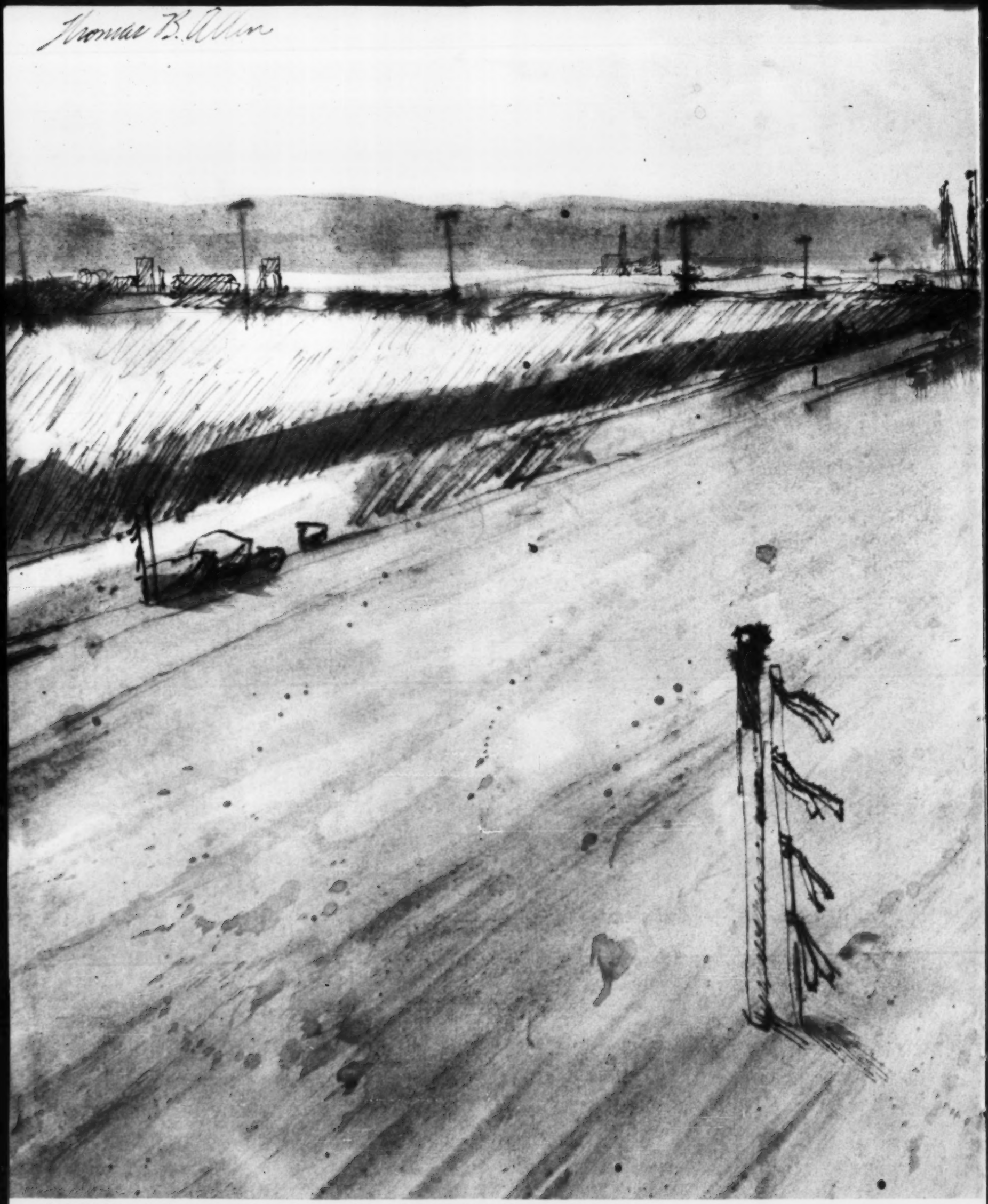
Jory Graham, who spent 14 years as a copywriter for such agencies as Cunningham & Walsh and Needham, Louis & Brorby before becoming a free-lance writer in Chicago, authored an article in the September issue of *Argosy*. Titled "The Great Indiana Airplane Blunder," it's the story of four brothers who built America's first all-metal monoplane in 1909 . . .

Two advertising personalities were among 50 outstanding Americans honored at the Academy of Achievement's "Salute to Excellence" at a recent dinner in Monterey, Cal. Accepting honors "for exceptional accomplishment in their profession" were **Genevieve Hazzard,** account exec with Campbell-Ewald, Detroit, and **Bruce Barton,** board chairman of BBDO . . .

EVALUATED

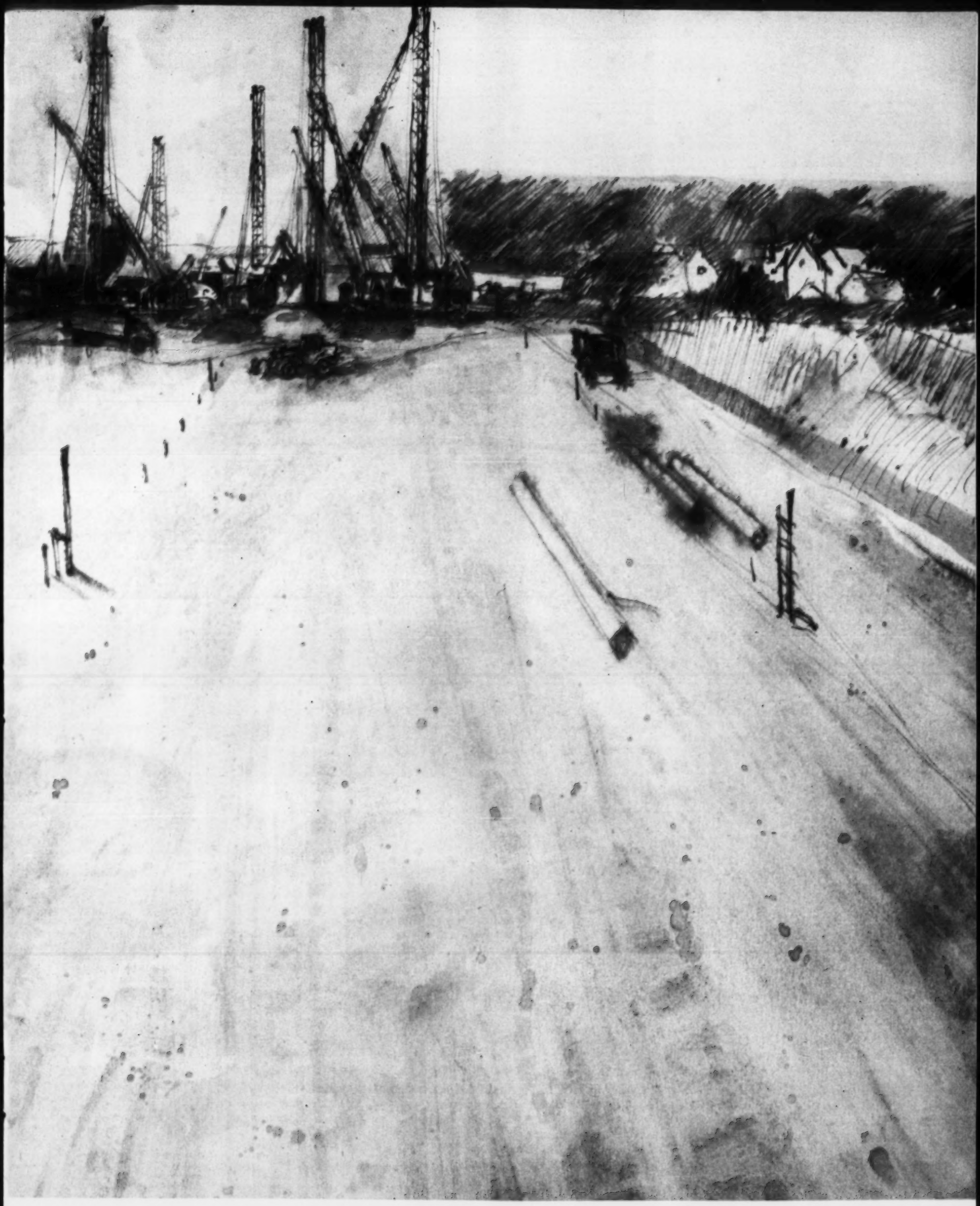


PRODUCTS ARE EVALUATED... SPECIFIED... APPROVED... REQUISITIONED... as a result of buyers' use of manufacturers' catalogs in Sweet's Files. 26,000 buyers' responses to more than 80 studies clearly document the significant role of catalogs in increasing selling opportunities for manufacturers who employ Sweet's system. Your Sweet's Representative will gladly review the results of these studies with you. Call him or write to Sweet's Catalog Service, Div. of F. W. Dodge Corp., 119 W. 40th St., New York 18.



How to float a highway. Here huge air hammers are used to anchor a massive sand blanket (more than a million cubic yards) that will carry Interstate Route 95 across a New Jersey marsh—a taxing job for contractor Geo. M. Brewster & Son. Drawn on location by Thomas B. Allen.

In building and construction, if you're important, you read



Engineering News-Record, advertise in it . . . or both.

A McGraw-Hill Publication, 330 West 42nd Street, New York 36, New York ABC/ABP

JUST ASK FOR MARIE . . .
Call WAbash 2-8655!

Let Marie handle your complete mailings — including addressographing, addressing, multigraphing fill-in on multigraphed letters and planographing.

Marie keeps your Mailing List up-to-date too and frees you from all the detail work.

Direct Mail has been our business for 30 years. We pick up your rush copy, give quick service, do accurate work and guarantee prompt delivery.

The Letter Shop Inc.
431 S. Dearborn St. • Chicago 5, Illinois

Northeast Public Relations Bows in New England, N. Y. State

Following a one-year trial, a new pr organization, Northeast Public Relations, comprising eight independent pr companies, has been established to service national accounts in New England and New York State. The company will be headed by John W. Tierney, of John W. Tierney Associates, Hartford. Other officers of the company, incorporated in New Hampshire, are: Paul A. Newsome, president of Newsome & Co., Boston, exec vp; Alleyn H. Beamish, president of Alleyn Beamish & Associates, Albany, vp; Hamilton S. Putnam, president of Hamilton Putnam & Associates, Concord, N. H., treasurer; Will Barbeau, president of Will Barbeau Associates, Providence, R. I., secretary.

Chairman of the board is John F. Moynahan, president of John F. Moynahan & Co., New York. Other board members are Theodore F. Kane, president of Kane Associates, Montpelier, Vt., and Roger C. Williams, president of Creative Associates, Portland.

Donnelley Names Aseltine

Harold Aseltine, formerly with *New England Homestead*, has been named northeastern sales representative for Reuben H. Donnelley Corp.'s *Electricity on the Farm*.

Wagner Named Anthony Head

George A. Wagner has been named president and general manager of Earle C. Anthony Inc., Los Angeles. Mr. Wagner, formerly exec vp of the company, succeeds the late Earle C. Anthony. The company operates KFI, Los Angeles, radio station, plus automobile dealerships in California.

Lucky Lager Boosts Megowan

Bert Megowan, since 1957 vp and sales manager of the Salt Lake City Intermountain division of Lucky Lager Brewing Co., has been named vp and director of marketing, with headquarters in San Francisco.

WEIGHT-RESS—*Daisy Meadows, live trademark of Whiting Milk Co., Boston, is being used in newspaper ads for fortified non-fat milk in Worcester, Boston, New Bedford and South Shore markets through Nov. 1. Radio is also being used. Meadows Associates is the agency.*

N.Y. Loses Ground as Spot Sales Hub; Still Has Long Lead

NEW YORK, Sept. 14—If you're in the business of selling spot broadcasting, this is still the city in which to concentrate most of your effort.

According to Station Representatives Assn.'s latest analysis on where national spot business originates, New York, though losing ground, is still easily the No. 1 spot market. This year New York agencies are placing 53.85% of the spot radio business, compared with 59% in 1960. In tv the decline was slighter—from 62.5% to 62.11%.

Where National Spot Buying Is Done

	Radio	Tv
New York	53.85%	62.11%
Chicago	23.34	18.60
Los Angeles	5.50	4.25
San Francisco	4.35	3.63
Detroit	5.72	1.77
St. Louis	2.19	2.57
Atlanta	2.18	2.50
Dallas-Ft. Worth	1.26	1.57
Boston	.47	1.10
Philadelphia	.80	1.50
Others	.34	.40

Source: Station Representatives Assn.

The second most important city for the spot salesmen—Chicago—picked up strength in radio (from 18% to 23.4%) and tv (from 18.5% to 18.6%).

In third place for tv business was Los Angeles, but Detroit edged Los Angeles for the third position in radio. #

Storer Programs Staffed

Terry H. Lee, head of Storer Programs, New York, the new program distributing and producing subsidiary of Storer Broadcasting Co., has named area sales managers for the company. They include Hank Davis, formerly with Ampex, northeastern sales manager in New York; J. William Mason, who will double in sales with Storer Television Sales, as southeastern manager, Atlanta; William M. Stout, previously with Ziv-United Artists, midwest area manager in Chicago; and Harold M. Lloyd, formerly with Graphics International, a western manager in Los Angeles.

PLUM: Almost as precisely as with a builder's plumb bob, Columbia is centered geographically in South Carolina. Hub of the state, it's the center to which all eyes (like all roads) turn. And people! Total of 257,961 in the 1960 Census, making it the state's largest metropolitan area, and second only to Charlotte in *both* Carolinas, and still building. □ Add WIS-television, with its 78.7% share of the home market audience, according to Nielsen . . . add WIS-television's central 1526-foot tower that delivers (in this strategic central location) more of the state than any other station can reach . . . and you come out with a real PLUM of a buy. □ South Carolina's major selling force is

WIS television NBC/ABC—Columbia, South Carolina
Charles A. Batson, *Managing Director*

A STATION OF **THE BROADCASTING COMPANY OF THE SOUTH**
G. Richard Shafto, *Executive Vice President*

WIS-television, Channel 10, Columbia, S.C. • WIS Radio, 560, Columbia, S.C. • WSFA-TV, Channel 12, Montgomery, Ala. / All represented by Peters, Griffin, Woodward, Inc.

The Progressive Farmer is

THIRD

IN ADVERTISING LINAGE

among monthly magazines†

The PROGRESSIVE FARMER, the Nation's No. 1 Farm Magazine in advertising linage, also ranks high among all monthly magazines in advertising volume. Only two other monthly magazines of more than a million circulation carried more advertising linage during the first six months of 1961 than The Progressive Farmer.

THE TEN LEADING MONTHLY MAGAZINES† IN ADVERTISING LINAGE	JANUARY-JUNE 1961
SEVENTEEN	438,405
McCALL'S	368,754
The Progressive Farmer*	**284,767**
LADIES' HOME JOURNAL	274,046
BETTER HOMES & GARDENS	251,557
GLAMOUR	237,088
GOOD HOUSEKEEPING	210,797
SUCCESSFUL FARMING	192,197
FARM JOURNAL	184,280
FIELD & STREAM	172,931

†Of more than a million circulation. *Average all editions. Source: Advertising Age.

THE HIGH RANK awarded The Progressive Farmer by alert advertisers and their agencies indicates the importance of the farm market in general and the *rural* South in particular. Note that the top ten monthly magazines also include two other farm magazines. Make sure that enough of your advertising is going into the prosperous farm market... and remember that The Progressive Farmer is the *No. 1 Buy* in the farm magazine field.

5,785,000 Readers in the 16 Southern States

THE PROGRESSIVE FARMER

Advertising Offices: BIRMINGHAM • RALEIGH • MEMPHIS • DALLAS • NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO

TOTAL RETAIL SALES—$368,000,000*

IN TUCSON

UP 147% SINCE 1950

*Source: Arizona State Tax Commission

Greater than Albuquerque, El Paso, Ft. Wayne, Trenton and other major markets.

The Arizona Daily Star MORNING & SUNDAY

If you want to cover Arizona the Star and Citizen are a must

Tucson Daily Citizen EVENING

2 Independent Newspapers Produced in the Same Plant • Represented Nationally by Cresmer & Woodward, Inc.

DOUBLY TOUCHING —*In-store displays will tie in with "The Festive Touch" magazine push to be launched by Nestle's Chocolate, Pet Milk in October.*

'H&G' Names Clark

Littrell J. Clark, formerly with *Coronet*, has joined the Chicago sales staff of *House & Garden*.

Pet Milk, Nestle Set 'Festive Touch' Holiday Promotion

ST. LOUIS, Sept. 12—The biggest recipe-book insert ad program in food industry history will be launched cooperatively by Pet Milk and Nestle's Chocolate in October.

Featuring "The Festive Touch," the promotion will cover the holiday season from October through December. More than 29,000,000 four-color eight-page recipe books will be inserted in *Ladies' Home Journal*, *Parents' Magazine*, *Woman's Day*, *Redbook*, *True Story* and *Family Circle*. Recipes will include a variety of cookies, candies, pumpkin pie and no-bake fruitcake.

Full-page ads in *Modern Romances*, *Progressive Farmer*, *Family Weekly* and *Grit* will lead off the promotion in October with recipes for Pet Milk's famous pumpkin pie.

The 29,000,000 recipe-book insert will feature "Festive Touch" chocolate cookies and candies in November and December.

■ Pet Milk and Nestle product managers pointed out the expected high-use factor of the inserts, predicting that six out of ten housewives will tear out and use the books. Market research shows, they said, that nearly 50,000,000 recipes will have been tried before one month is over.

Pet Milk's famous no-bake festive fruitcake recipe will climax the promotion with December full pages in *True Story*, *Family Weekly* and *Grit*.

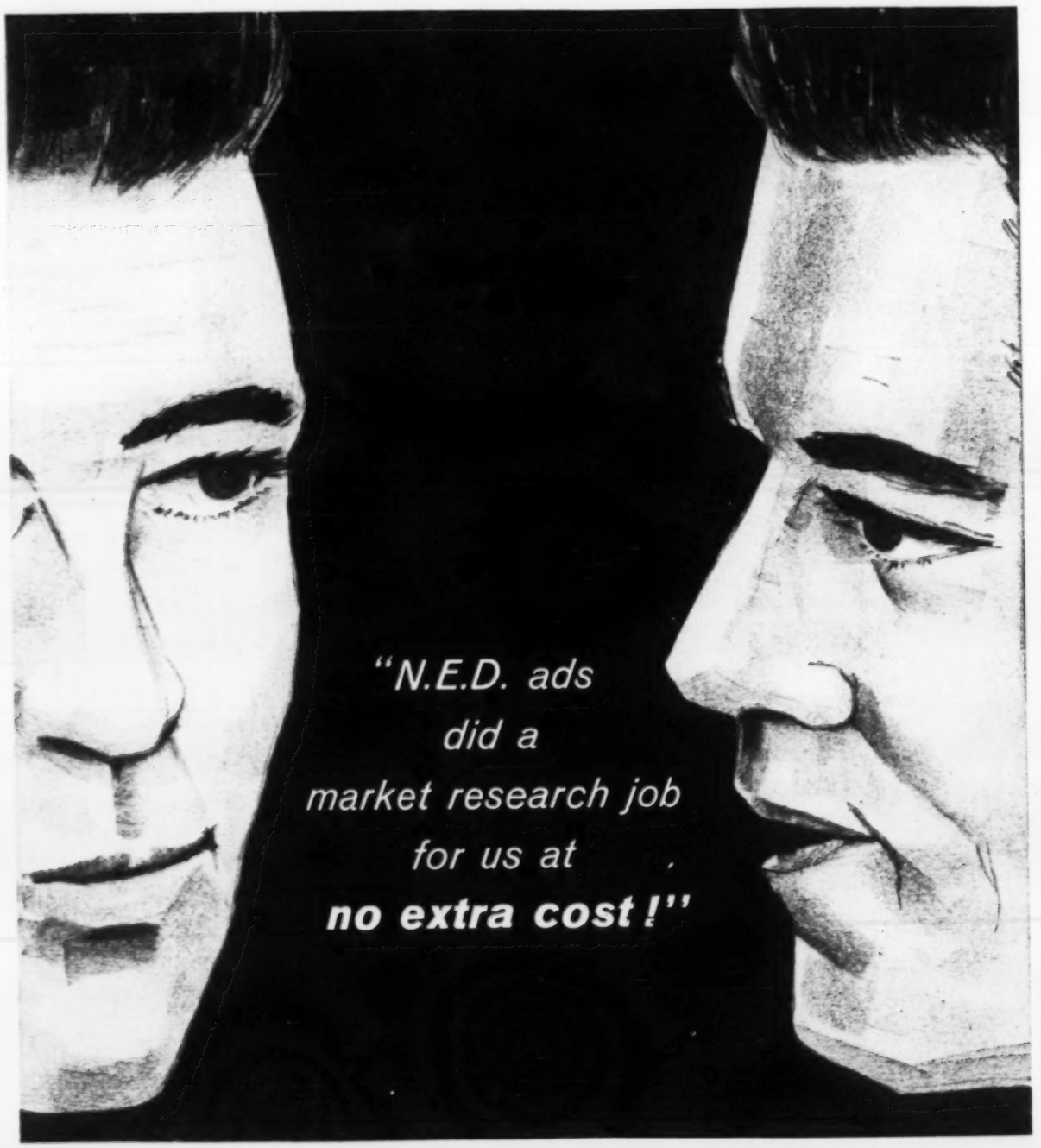
Each of the three campaigns will be supported by food editor publicity and in-store promotion aids. Stack cards, shelf talkers, full-page headers, dealer mats, four-color store posters and mass display spectaculars will feature "The Festive Touch" and furnish recipe slips. More than 22,000,000 Nestle and Pet Milk labels will carry recipes throughout the promotion period.

What's New in Home Economics will also carry the 8-page recipe insert, couponed for home economics classes. Experience indicates approximately 700,000 books will be requested for home ec pupils.

Publicity will include a Nestle duotone "cookie primer" to food editors, and Pet Milk mats on cookies and candies to food and homemaking editors. #

Davidson Transfers Shively

Harold O. Shively, vp and publisher with Davidson Publishing Co., has been transferred from Chicago to the company's Duluth headquarters, where he will continue as publisher of *Modern Stationer*, *Efectos de Escritorio* and *Modern Stationer Convention Daily*, in addition to being publisher of *American Fur Breeder* and *Hearing Dealer*. Mr. Shively has been divisional manager in the Chicago office for the past two years.



■ Every month N.E.D. is opening the door to new markets and finding new uses for industrial products of every description—established products as well as new ones. Advertisers take advantage of this unique N.E.D. function based upon screened reader response. The discovery of a new use for a product can open up a whole new market. This is one of the big reasons why, today, more companies place more product advertising in New Equipment Digest than in any other industrial publication.

For latest information, send for "Advertising Formula for More Sales."

A PENTON Publication, Penton Building, Cleveland 13, Ohio

NEW EQUIPMENT DIGEST

NBP BPA

Industry's Leading Product News Publication

Now over 88,000 copies (total distribution) **in over 46,700 industrial plants**

McCall's

SEPTEMBER 1961 · 35 CENTS
FIRST MAGAZINE FOR WOMEN

SUBSIDIZED MARRIAGES
THE HIDDEN DANGER

"THE DOCTOR"
EMOTION-PACKED NOVEL OF A GIRL IN TROUBLE—COMPLETE

WHAT WOULD YOU LIKE TO BUY, WITH MONEY NO OBJECT?
JUST NAME IT AND TURN TO PAGE 126

CHILDREN'S ROOMS THAT MAKE A HOUSE A HOME

A GALA IDEA FOR ALL ROOMS
IT'S DONE WITH WINDOW SHADES

PRAYER OF A NEW MOTHER-IN-LAW

FIRST WOMAN INTO OUTER SPACE
WHO IT'S LIKELY TO BE

AND A TEN-PAGE SURPRISE PORTFOLIO

PLUS FABULOUS FOOD AND FASHIONS. AND SHORT STORIES. AND BEAUTY. AND MORE OF EVERYTHING TO READ

McCall's provides 1961's most powerful

Proof of Performance for RCA WHIRLPOOL appliances

Turn the page...see the unusual advertisement that will help every RCA WHIRLPOOL dealer sell even more

When women talk about washers and dryers...

WHIRLPOOL LISTENS

Why? It's very simple: because that's the best way for us to design and build appliances the way you like them. Read, then, what we hear often and emphatically...and what Whirlpool did about it.

"A washer must wash clothes clean—everything else is secondary."

RCA WHIRLPOOL Washers with the exclusive Surgilator* agitator wash clothes really clean with the most-thorough washing action known. It turns and tumbles clothes, flows water through them, whisks away stubborn soil. Power-spray rinses and a deep rinse then float soil and suds away from clothes.

"Modern 'miracle' fabrics need special washing and drying care."

RCA WHIRLPOOL Mark XII Washers retain wrinkle-resistance of wash-and-wears by floating them in cool rinse water after wash water drains. There's a fast speed for heavy soil, a slow speed for "handle-with-care" items. In RCA WHIRLPOOL Mark XII Dryers, wash-and-wears dry at exactly the right heat, fluff with unheated air the last 10 minutes, come out "wrinkle-free."

"Make washers and dryers easier to figure out."

It's easy to "figure out" RCA WHIRLPOOL Mark XII Washers. To get the correct wash and rinse temperatures, wash and spin speeds, rinsing action and washing time, all you do is push the correct fabric button, turn it on. RCA WHIRLPOOL Mark XII Dryers are just as simple—for perfect drying, just select the desired cycle and push the Master-Touch* Control.

Continued from page 145

of the river came with it, and somewhere a riverboat hooted lazily, peacefully, a signal that brought the picturesque old town along the docks into focus, the landings where there still were sails and masts, though not so many as of old. In the morning sweetness, the impudent answering whistle of a motorboat was merry, saluting the beauty of the day.

As Peggy went into the big room across the back of the house that was the center of their lives, she felt a little lift that overcame the ragged thrum of sleeplessness and dread of what lay ahead. This is a good day, she thought. My kind of lovel... with the country and th... the desert so close. W... kind of day. In th... our roots are d...

On Sun... out... fast, bu...

Duke ... and, ove... stitch sw... Christmase... take off. Go... something. Mak...

"Daddy," Joey s...

Duke looked at him... pleasantly. "Sir to you," he ...

Joey didn't answer.

Silence caught them all. They settled down, the way an audience stops talking and rustling programs just as the house lights begin to dim and before the footlights glow.

A quorum is on hand. The Ashenden family. What is the business before this meeting?

The silence lasted too long, grew apprehensive and alarmed.

Perched like a bird on the arm of a big chair, Glinda flashed a look at her mother. Delicate young collarbones showed above an orchid pullover; the slim ankles and narrow feet, in woolly white socks and sandals, were fragile girl-child. Yet at that moment, Glinda looked exactly like her father. Except the mouth. Duke's mouth was thin-lipped and hard; once it had been wide, expressive, generous.

"Tell Gib to put down that funny paper," Glinda said. "D... wanted to ...

If Peggy ... embarrassed or nervous or distr... with guilt, she found herself mistaken. Whatever he might be feeling, nothing showed on the bright surface. This was Duke at his successful best, immaculate, smiling, ready for anything—probably the same man who had stood out at the meeting of district managers, so the big boss had never forgotten him. A one-man steering committee for progress, and if progress sometimes seemed heartless, ruthless, outside the rules, it always is, isn't it? Always has been, hasn't it?

Terror took possession of Peggy, and she put out a hand for Joey's small fist. E... man has been afraid in her life. Th... Joey was ...

She returned, then, to Duke's friendly, calm voice, saying to the children, "I've been asked to go to Los Angeles and take over management of our firm."

Joey interrupted loudly. "We have to live in Los Angeles, you mean?"

"Oh, not right in Los Angeles," Duke said, with a smile. "Lots of beautiful suburbs around there. Palos Verdes is on the ocean, and Bel-Air is in the hills, and Pasadena has some fine houses. That's where the Rose Bowl is, Joey. Remember?"

"Two hours a day getting back and forth," Peggy murmured. "if there aren't bottlenecks on the freeways. Then probably nearer four. You know, Duke, when a man ... to work in a big city, he has to choose whether to bring up his family in it or make the sacrifice of ...uting. We'd be lucky if you ... for dinner every other ...

...t to live in Los Ange...

...little of his poise. ...arise, anyway," ... has decided ...

... said, try... ...ur father ...out this, ... that we ...ed loudly, ..."So, after ...your father ...

... Duke said, with ...ot exactly like that. ...times married people ...ve—lost touch, haven't any ...y to communicate any more." He shrugged and aimed the grin at Glinda. "Your mother's choice is to live in a small town. She likes a little-town existence. My choice is life in a big city, because that's where I can accomplish the most in my work. So she'll stay here, and after I've gone, she'll file suit for divorce."

So. The children had been told.

This compelling advertisement—with insert—is reproduced exactly as it appears in the September issue of McCall's—today's most effective medium for advertising and selling to the American woman. Whirlpool features the sales-making power of McCall's USE-TEST Program—the most persuasive force at the point of sale!

"Let's have a lint filter that really works"..."I want a filter that's easy to clean."

RCA WHIRLPOOL's exclusive Magic-Mix* Dispenser Filter really works--it "combs" lint and fuzz from both wash and rinse water, dissolves and blends in detergent. Easy to clean--just slip it out, hold it under a faucet.

"Must a dryer stay 'on' after the clothes are dry?"

RCA WHIRLPOOL Mark XII Dryers don't stay 'on' for any set time--they adjust automatically to the dampness in clothes, then shut off at "dry enough." Your clothes come out soft and fluffy.

"I want a dryer that doesn't 'bake' wrinkles in."

RCA WHIRLPOOL's Modulated-Heat* makes sure that wrinkles are not 'baked' in. When clothes come out of RCA WHIRLPOOL Mark XII Dryers they're soft and fluffy, ready for easier ironing. You can even damp-dry clothes, or re-dampen them whenever you want.

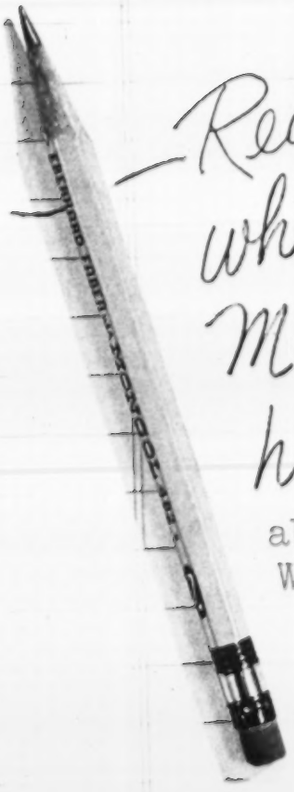
see them soon — at your RCA WHIRLPOOL dealer

Whirlpool CORPORATION BENTON HARBOR, MICH.

Products of Whirlpool Corp., Benton Harbor, Mich. Use of trademarks and RCA authorized by trademark owner, Radio Corporation of America

Model LJA91 Model LJD91

*Tmk.



Read what McCall's has to say about RCA WHIRLPOOL Washers and Dryers

A McCall's USE-TESTED tag says, "We used it and we like it." This endorsement from McCall's is something more than of great assurance to women. It tells them why the product has the features they want. It sells! And this is why Whirlpool, in this booklet insert, has made dramatic and convincing use of the reasons why RCA Whirlpool appliances have earned the right to carry the McCall's Use-Test tag.

ou show up? You don't think ning of a promise, so it wouldn't any difference if you could af- any more of anything, would

indulgence gone from h y said, "Joey! father lik should

promises, do promised to stay , didn't you?" oey!" Peggy said. "Stop!" You n't!" ke said, "Listen, Joey—" t Joey's rage swept on. "How you manage anything? You even manage not to go off and us." ggy began to shake him. "That's gh," she said. "Stop it! Do you me?" don't care," Joey said. adily, Peggy said, "Your father to do what he thinks is right." m sorry, Joey," Duke said slow- 'I'm sorry. In these days, with competition what it is and the pace we're traveling—"

"All right," Joey said. "I don't nt to hear about it."

ke you to—" Duke began.

head at him and with the plain gold against his fur- about Joey r. Had boy ht

Darling, darling Mother, don't you see you have to be the one who makes the sacrifices? A wife always does." The little gulp was phony, yet it was full of pathos, because she meant what she said.

"Glinda," Peggy said, "don't enjoy it."

Glinda ran to her father. "They don't understand us," she said, very low. "I'll go with you, Daddy. I won't let you go alone."

Above her head, which was pressed

Continued on page 157

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WHIRLPOOL LISTENS

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Continued from page 145

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"We used them and we liked them"

HERE'S WHAT McCALL'S USE-TESTS REVEALED ABOUT NEW RCA WHIRLPOOL IMPERIAL MARK XII WASHERS AND DRYERS

"We washed everything from heavily-soiled workmen's coveralls to delicately-woven sheer curtains. The complete choice of 'self-setting' cycles automatically handled every type of load at the touch of a button, and turn of a dial.

"This washer washed and rinsed thoroughly in both practical and laboratory tests. Slower agitation and spinning provide extra gentleness. Constant water circulation filters out lint during washing and rinsing. We also found automatic addition and blending of soap, detergent, bleach, and rinse conditioners wonderfully convenient and effective.

"Features we especially like:

Push-Button controls automatically select the correct washing and rinsing.

Automatic Dispensers blend and inject detergents, water softener, bleach and rinse conditioner at proper times.

'Suspension Cooling' gives wrinkle-free treatment of wash-and-wears.

Water Level Selector and 'Suds Miser'* save water where it is in short supply.

Pre-Wash provides an automatic soak for heavily-soiled clothes, serves as an added rinse if desired."

"We dried many loads, from sheer lingerie and wash-and-wear garments to heavy woolen blankets. Just-right drying prevailed in all tests—fabrics were always soft and fluffy, and never over-dried.

"We found drying to be fast, efficient, wrinkle-free. Low, measured temperatures assured us that this dryer is safe for all washable fabrics. Simple, easy-to-use controls adjust to every type of load. 'Regular and Delicate' and 'Wash and Wear' cycles dry fabrics completely, ready for folding or wearing. Wash loads dry ready-to-iron on 'Damp Dry.' In minutes, dry fabrics can be redampened. 'Air' cycle dusts, fluffs, freshens draperies, slipcovers, garments.

"Features we especially like:

Finger-Tip Controls provide simplified cycle selection: automatic drying, dampening or air-fluffing.

Low Heat Setting is safe and kind to all fabrics.

Wrinkle-Free fast drying . . . damp-drying . . . redampening of dry fabrics for ironing.

*'Cycle-Tone'** signal tells when wash-and-wear drying is completed.

Lint Screen built into the top is easy to remove, clean and replace."

*Tmk.

"Let's have a lint filter that really works"..."I want a filter that's easy to clean."

RCA WHIRLPOOL's exclusive Magic-Mix* Dispenser Filter really works—it "combs" lint and fuzz from both wash and rinse water, dissolves and blends in detergent. Easy to clean—just slip it out, hold it under a faucet.

"Must a dryer stay 'on' after the clothes are dry?"

RCA WHIRLPOOL Mark XII Dryers don't stay 'on' for any set time—they adjust automatically to the dampness in clothes, then shut off at "dry enough." Your clothes come out soft and fluffy.

"I want a dryer that doesn't 'bake' wrinkles in."

RCA WHIRLPOOL's Modulated-Heat* makes sure that wrinkles are not 'baked' in. When clothes come out of RCA WHIRLPOOL Mark XII Dryers they're soft and fluffy, ready for easier ironing. You can even damp-dry clothes, or re-dampen them whenever you want.

see them soon — at your RCA WHIRLPOOL dealer

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Model LJA91 Model LJD91

*Tmk.

says McCall's

Model LJA91
IMPERIAL MARK XII WASHER features 11 push-button "self-setting" cycles, Magic-Mix* Dispenser-Filter, built-in bleach and rinse dispensers, Surgilator* agitator, power spray and deep rinses.

Model LJD91
IMPERIAL MARK XII DRYER features exclusive Modulated-Heat*, Master-Touch* control, dispenser for dampening, top-side lint screen, special wash-and-wear cycle. Gas and electric models available.

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Continued on page 157

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out of RCA WHIRLPOOL Washers and Dryers

- Use any all-purpose detergent or, if water is not too hard, any all-purpose soap. Add water softener to detergent if water is very hard, and to soap if water is slightly hard.
- When using soap, start with ¾ cup and add more until a good suds covers the surface of the water and does not separate or break. Pouring soap into the dispenser-filter dissolves it before it touches clothes.
- A short pre-wash soaking helps remove stains, including perspiration stains. Use hot water with detergent if stains are oily or greasy, such as those caused by hair oil or cold cream; use cold water to remove blood and egg stains. Whirlpool's special automatic setting provides an easy pre-wash, a soaking or an extra rinse as desired.
- White and colorfast treated cottons can be washed in hot water without new wrinkles forming if they are floated in cold water before spinning begins. This washer does it automatically.
- Never pour bleach, even when diluted, directly on top of clothes in the washer! Whirlpool's automatic bleach dispenser handles this chore properly by diluting bleach with wash water during the last four minutes of the washing cycle.
- By all means, follow closely the instructions in the Owner's Manual which comes with each RCA WHIRLPOOL Washer and Dryer. It is clear and simple, and covers just about every washing and drying situation.
- When drying only one or two lightweight items, add a towel or two so that they will tumble freely and not cling to the dryer drum.
- Clean lint filters on washers and dryers after every use. Fortunately, this is very easy to do on these appliances. The washer has a nylon brush filter that slips out easily and can be cleaned under running water. The dryer has an easily-accessible lint screen on top.
- To remove wrinkles from woolens, velvet or corduroy: preheat the dryer for five minutes, place garment inside with damp towel and tumble for five minutes, remove and place on hanger.
- The RCA WHIRLPOOL Dryer shuts off when the door is opened, automatically resumes operation when door is closed. This allows you to remove some items in advance, add others after cycle has begun.
- Sheets will not be excessively wrinkled if they're not overdried or left lying in the dryer too long. Overdrying is the most common problem in a dryer not equipped to shut off at "dry enough" as this RCA WHIRLPOOL Dryer does. All fabrics retain a certain natural amount of moisture; if this is removed, excess wrinkling is almost inevitable. (That's also often the reason for shrinkage.)
- When washing, it is best to use the entire cycle as recommended for the load being washed without skipping or changing. This washer has clear indications on its control panel of the button to be pushed for best results.
- If you use the Suds-Miser® because of a limited water supply, wash white goods first, colored clothes second, and such things as cleaning cloths last. Add detergent between loads to replace that which has been used up.

(At left) RCA WHIRLPOOL Washers and Dryers were thoroughly Use-Tested both in McCall's testing laboratory in New York and in practical testing under actual use conditions. Once McCall's has said, "we used it and liked it," we believe you will like it, too.

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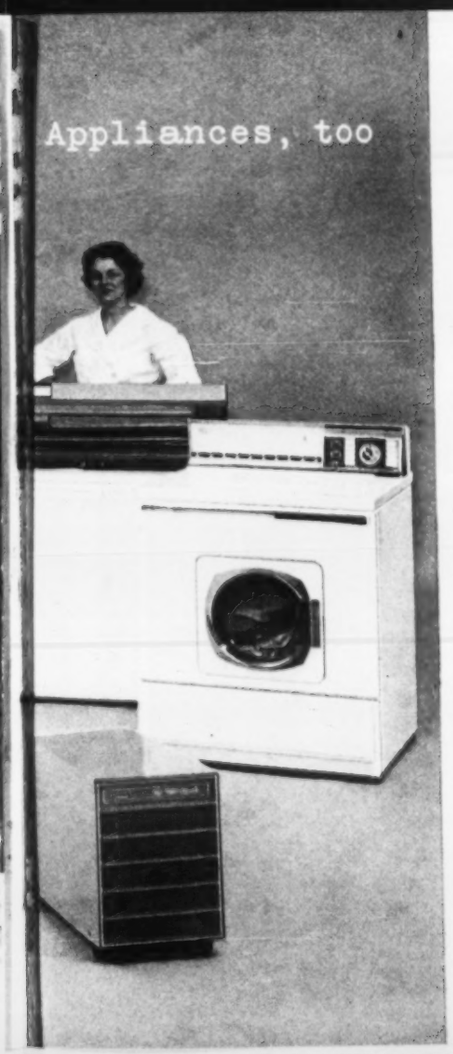

New **RCA WHIRLPOOL** *Air Conditioner* **cools** *or warms* **your room, exhausts stale air, filters airborne dust, dehumidifies . . . all by remote control from your easy chair, desk or bedside. Model CRH 100C-2.**

New **RCA WHIRLPOOL** *Mark 30 Gas or Electric Ranges* **have controls at right so you don't have to reach over hot burners . . . Gourmet Shelf to hold spices . . . raised-edge top to catch spillovers. Model HE 395.**

New **RCA WHIRLPOOL** *Mark 61 Refrigerator-Freezers* **banish frost problems forever . . . IceMagic® replaces and stores ice cubes automatically . . . Jet-Cold* Shelf chills foods faster. Model Mark 61.**

New **RCA WHIRLPOOL** *Chest Freezer* **features optional fast-freeze fan which freezes food more rapidly and effectively. Upright models also. Model HI-17H.**

New **RCA WHIRLPOOL** *Ultimatic Washer-Dryer* **saves space . . . washes, rinses, dries with a single pushbutton setting and turn of a dial. Model HC-50.**

New **RCA WHIRLPOOL** *Dehumidifier* **features automatic humidistat that controls humidity to your selection, removes from 20% to 80% of moisture from the room or basement. Model ADI-10C.**

New **RCA WHIRLPOOL** *Supreme Portable Dishwasher* **washes twice, rinses four times in water hotter than hands can stand, dries rapidly and carefully. Model FP-50B.**

New **RCA WHIRLPOOL** *Imperial Home Cleaner* **has the brush power of an upright, the suction power of a canister-type . . . gives you the best features of both in one. Model F90-20.**

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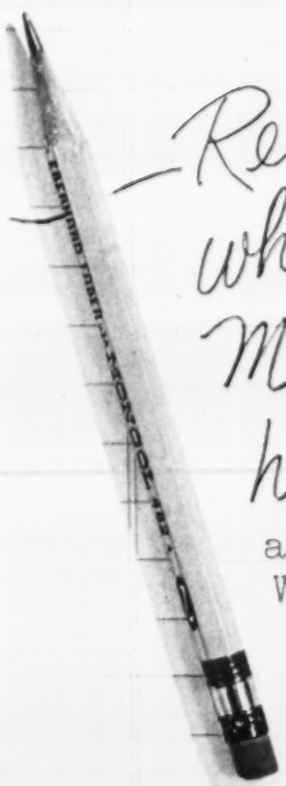

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For a static second of time, everything seemed the same. There they all were. The bright, smooth alertness of Duke's face looked surprised. Then he saw that the skin around Peggy's eyes had darkened, as though a brush had drawn shadows.

He saw, too, that Glinda's mouth was wide open and she was staring at him fixedly. Going to be a pretty girl, he thought, and pain ripped through him. Glinda—only a father can understand certain things as a pretty girl grows up. Women never listen to other women. He wished he could make something of Glinda's expression, but he couldn't.

But he had no trouble reading Joey's countenance. The boy's freckled face registered contempt. His eyes—exactly like his mother's—were blazing with contempt, and his lip curled in scorn.

Contempt? Why contempt?

All night long, while Duke had tossed, half awake, half asleep, trying to understand what had become of the girl with the sunny disposition, the girl he had expected always to take everything in stride, he had been sure of his ability to handle this telling the children—and handle it his way.

Now, shaken by the cold knowledge that his son was looking at him with contempt, he felt bitter doubt. How could Peggy have done this to him? She wasn't even paying attention to him. Her eyes, bright, vigilant —and rueful—were on Glinda, who was on her feet now, swaying a little.

Glinda faced her mother and broke the frozen second of time with a wail: "Oh, Mommy, why aren't we going with Daddy? Why are we letting Daddy go away all by himself?"

Under the impact of the words, the fear on Peggy's face vanished. Literally, Duke told himself, he could see Peg squaring her shoulders. She seemed steadfast and trustworthy. But if she tried to turn Glinda against him— There it was. Children side with one or the other. It is natural. It is terrible.

Quietly, Peggy said, "When you're older, Glinda, you'll know that sometimes, with the best will in the world,

THE CADETS AT

have the best posture in the

is revealed to women. It's a

exclusive one—in

next month's gala iss

The price remains 35 cents at

a marriage just doesn't work out."

"I want Glinda to know that I asked you to come with me," Duke said. "I took it for granted—"

"You took it for granted I'd be willing to be a business widow, too," Peggy said. "You've never once really considered that it might be better for us to stay here."

Duke said to Joey, "I didn't see how I could refuse this offer. For all our sakes. It means I'll be able to afford things for you and Gib—"

"Yeah," Joey shouted. "Yeah, you can afford a lot of things, like last year when you promised to help with the ball team. I told the coach and the kids you played third base, and did you show up? You don't think anything of a promise, so it wouldn't make any difference if you could afford any more of anything, would it?"

All indulgence gone from h

Peggy said, "Joey!

your father li

"I shou

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Jo

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any promises, do

have promised to stay

Mom, didn't you?"

"Joey!" Peggy said. "Stop!" You mustn't!"

Duke said, "Listen, Joey—"

But Joey's rage swept on. "How can you manage anything? You can't even manage not to go off and leave us."

Peggy began to shake him. "That's enough," she said. "Stop it! Do you hear me?"

"I don't care," Joey said.

Steadily, Peggy said, "Your father has to do what he thinks is right."

"I'm sorry, Joey," Duke said slowly. "I'm sorry. In these days, with competition what it is and the pace we're traveling—"

"All right," Joey said. "I don't want to hear about it."

"I like you to—" Duke began.

s head at him and

with the plain gold

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ht

A McCall's USE-TESTED tag says, "We used it and we like it." This endorsement from McCall's is something more than of great assurance to women. It tells them why the product has the features they want. It sells! And this is why Whirlpool, in this booklet insert, has made dramatic and convincing use of the reasons why RCA Whirlpool appliances have earned the right to carry the McCall's Use-Test tag.

Darling, darling Mother, don't you see you have to be the one who makes the sacrifices? A wife always does." The little gulp was phony, yet it was full of pathos, because she meant what she said.

"Glinda," Peggy said, "don't enjoy it."

Glinda ran to her father. "They don't understand us," she said, very low. "I'll go with you, Daddy. I won't let you go alone."

Above her head, which was pressed

Continued on page 157

McCall's Use-Test Tag is unique . . . IT SELLS!

As you can see from the way Whirlpool uses it, McCall's Use-Test endorsement is much more than a seal. It is a powerful, convincing sales aid which works for you constantly at the point of sale. It tells your dealers' customers, in their language, why your product is the one they should buy.

Without a sales clerk in sight, McCall's Use-Test tag is working for you. It tells customers exactly what they want to know about your product. The "Features We Like" listing on the McCall's Use-Test tag makes every effective sales point right when it does you the most good—when the customer is ready to buy.

These facts, coupled with your reputation, and the unquestioned acceptance of McCall's authority are an unbeatable sales combination. For information on how you can enjoy the sales benefits of McCall's Use-Test program, talk with your McCall's representative or write to: Promotion Manager, Use-Test Program.

McCall's

230 Park Avenue, New York 17, New York

WE USED IT AND WE LIKE IT
USE-TESTED
BY
McCall's
IN McCALL'S TEST ROOMS we test products and services for the qualities and features you will find important when you use them. That's why, after we have tested a product in the laboratory and in practical use and like it, we believe you will like it too.
RCA WHIRLPOOL
IMPERIAL MARK XII
AUTOMATIC WASHER
for completely automatic washing
WE WASHED load after load — everything from heavily solid workmen's overalls to delicately woven sheer curtains. The complete choice of "self-setting" cycles automatically handled every type of load at the touch of a button corresponding to the fabrics being washed.
THOROUGH WASHING and rinsing were demonstrated by this washer in both practical and laboratory tests. Yet where gentleness is required, slower agitation and spinning are provided. Lint is filtered out by constant water circulation during washing and rinsing. We also found automatic addition and blending of soap, detergent, bleach and rinse conditioners wonderfully convenient and effective.
FEATURES WE ESPECIALLY LIKE:
PUSH-BUTTON WASHING automatically selects correct, safe washing and rinsing for every load.
AUTOMATIC DISPENSERS blend and inject detergents, water softener, bleach and rinse conditioner at proper time.
WRINKLE-FREE TREATMENT "Suspension-Cooling" gives wash 'n wear garments special care.
WATER LEVEL SELECTOR and "Suds-Miser" save water where it is in limited supply.
PRE-WASH provides automatic soak for heavily soiled clothes and serves as added rinse if desired.
Model HA-96
(with Suds-Miser)
"WE USED IT AND WE LIKE IT!"

Publishers Protest Their Inclusion in New Illinois Tax

CHICAGO, Sept. 12—The broadened tax structure under which Illinois is now taxing the publishing industry was attacked yesterday by J. Norman Goddess, general counsel for several printing groups in the state.

"This was a sleeper tax," he told a meeting of the Chicago Business Publications Assn. "The tax was imposed by indirection; we never had a chance to argue against it."

What the state legislature did in its recent session, he said, was specifically to exempt news media from the retailer occupation (sales) tax. This had the effect of negating earlier court rulings to the effect that magazines, books, phonograph records and sheet music, in addition to newspapers, were exempt from the tax, since the value of these items is intangible.

Mr. Goddess and John J. Gaughan, supervisor of methods and procedures for the state revenue bureau, discussed the new taxes at the meeting.

■ In addition to the 4% tax now applied to the sale of magazines, a 3½% service occupation tax has been passed which is imposed on the cost of materials (paper and ink) going into free publications and special order printing. This is paid by printers, or by the user if the printer is out of state.

Under the interstate commerce exemption, only publications sold in the state are liable for the taxes. The state has said it will attempt to collect the sales tax on Illinois subscriptions from out-of-state publishers as well. Any publishing company "doing business" in the state (even soliciting subscriptions by direct mail in Illinois) is supposed to collect the 4% tax from its Illinois subscribers. Newsstands collect the tax on single copy sales.

Mr. Gaughan indicated the state will take a very strict view on what constitutes a news medium for purposes of tax exemption. He advised publishers to ask for individual rulings on borderline cases. Printed news media are exempt, it was explained, because they compete with radio and tv, where transmission of news likewise is not taxed.

■ Several publishers expressed resentment at the problem presented by collecting taxes on Illinois subscriptions (the revenue department form asks for subscribers' specific counties in the state, since some areas tack on an extra ½%). #

'Playboy' Appoints Two

Ethan Russell Rich Jr. and William H. Giger Jr. have been appointed advertising sales representatives of *Playboy*, Chicago. Mr. Rich, formerly on the sales staff of *Cosmopolitan*, and Mr. Giger, formerly on the sales staff of *Family Weekly*, will be based at *Playboy's* New York advertising offices.

Craig Joins 'Golf Digest'

Victor Craig has joined *Golf Digest*, New York, as advertising director. Mr. Craig was previously with *This Week Magazine*, New York.

'All Florida' Boosts Hood

Robert Hood has been named advertising manager of *All Florida*, Jacksonville. Mr. Hood was formerly assistant advertising manager.

'Progressive Farmer' Adds New Color Page Discount

Progressive Farmer, Birmingham, has made available single four-color-page and junior-page units in one and two editions, effective with the January, 1962, issue.

Advertisers using color space in two editions of the same issue will earn a 10% discount. Those using three editions will pay a "substantially lower rate" per edition, the publisher said.

Anderson Adds Post at Miller

Paul Anderson, national advertising sales manager of *Farm Store Merchandiser*, has been named advertising sales manager of *Home & Garden Supply Merchandiser*. Both magazines are published by Miller Publishing Co., Minneapolis, which recently purchased *Home & Garden Supply Merchandiser* (AA, Sept. 11) from American Aviation Publications. Mr. Anderson will continue in his post with *Farm Store Merchandiser*.

Kiwi Buys on CBS Radio

Kiwi Polish Co., Pottstown, Pa., has bought a heavy schedule of participations on CBS Radio. The drive started early in September with commercials on programs featuring Arthur Godfrey, Bing Crosby and Rosemary Clooney, David Schoenbrun. Art Linkletter and Douglas Edwards. These CBS Radio stars also will be the focal point for Kiwi's point of sale activity. Donahue & Coe is the agency for this campaign.

Parrot Productions Formed

Pelican Films, animated commercial producer, and Total Television Productions, creator of cartoon shows, have teamed to form a new company, Parrot Productions, 510 Madison Ave., New York. Parrot Productions, whose first project will be a comedy series, "Parrot Playhouse," is headed by W. Watts Biggers, a former Dancer-Fitzgerald-Sample vp.

St. Anthony MESSENGER

A million prospects await your message.
ADVERTISE NOW!
DEC. ISSUE CLOSES OCT. 20
Orders and sample copy requests to
ANGELA M. CRAWLEY & STAFF
National Advertising Representative
28 E. Jackson Blvd. Chicago 4
Telephone HArrison 7-7176
NATIONAL CATHOLIC FAMILY MAGAZINE

The only thing that isn't changing in Boston is the weather

Boston's weather is as ornery as ever. The town's weather vanes are half nuts trying to figure out which way to point. But fickle weather is one of the few remaining Boston traditions. Others are giving way to the new boom that's engulfed the town — new industries, new buildings, new super highways, a new excitement.

With this spirited change has come a radical upheaval in the old town's newspaper reading habits. Growing with Boston in a big way is The Globe, first now practically any way you slice a newspaper audience.

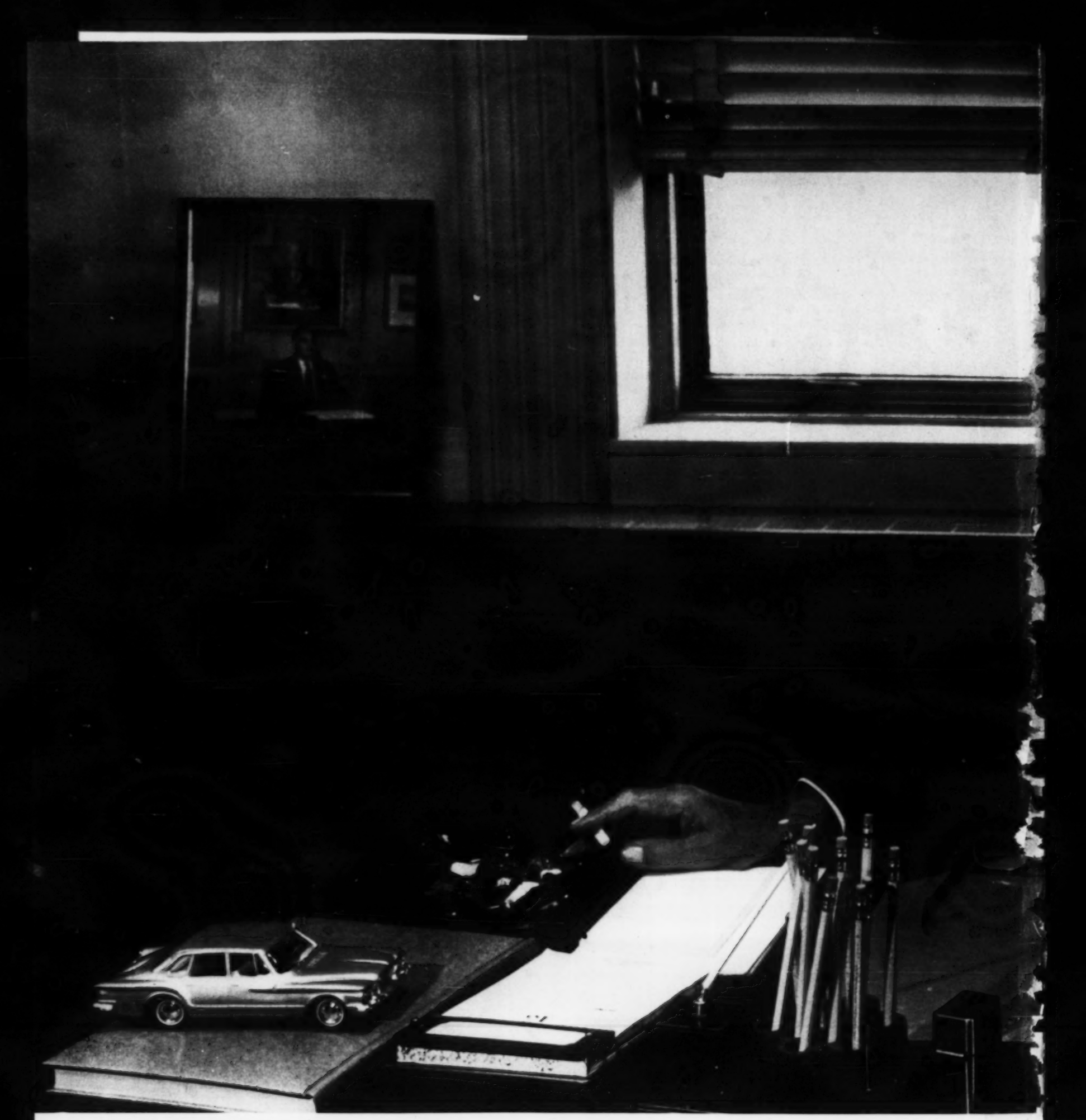
A just completed Nelson Study, "The New Boston," done in consultation with the Advertising Research Foundation, reveals The Boston Globe is ahead of the pack on every front, with more home-delivered circulation, more readers in the acquisitive 18-44 age group. In short, and in total, The Globe has more adult readers than any other Boston newspaper.

The facts are in "The Buying Bostonians." Get a copy from your Million Market Man. There's a new spring in his step that'll bring him to your office fast.

There's a new Boston and The Globe is its #1 paper

Morning • Evening • Sunday

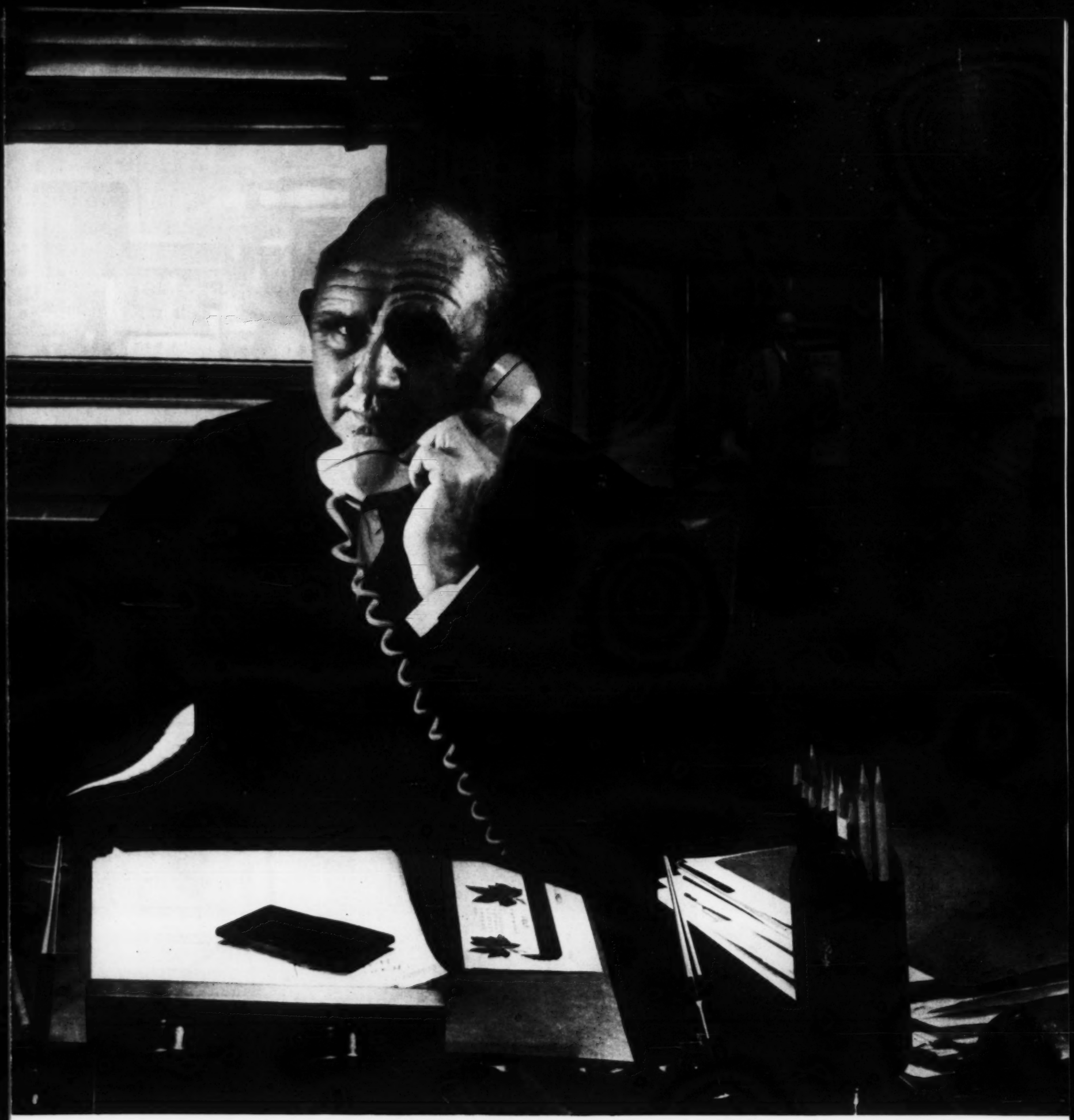
A MILLION MARKET NEWSPAPER: NEW YORK, CHICAGO, DETROIT, LOS ANGELES, SAN FRANCISCO



A man with a large view—who sees the whole picture—knows where businesspapers fit. Experience tells him it's right at the top . . . for this is one medium that puts the advertising pro to the test. It takes first-rate ability to plan and write ads that interest—and sell—businessmen . . . in businesspapers.

Advertising in businesspapers

THE ASSOCIATED BUSINESS PUBLICATIONS • 205 EAST 42ND ST. • NEW YORK 17, N. Y. • 201 NORTH WELLS ST., CHICAGO 6, ILL.• 333 WYATT BUILDING, WASHINGTON 5, D.C.



Agency President. Photo by Arnold Newman

means business

. . . Like sparking a seven-fold increase in sales of an established product (as it did last year for one advertiser), or speeding nationwide distribution of a new line and helping boost first-year sales 50% above forecast (as it did for another). Businesspaper advertising works because it exists in an atmosphere of action.

For these and other case histories, ask ABP for "Working Press at Work". . . 162 new examples of business advertising effectiveness.

GOOD BUSINESS ADVERTISING WORKS BEST IN A GOOD BUSINESS PAPER—A BOUGHT-AND-PAID-FOR ABP PAPER.

We have said it before and we say it again — a photoengraving is a power tool that

Sells at the Point of Impression!

So, please, buy the best photoengravings – always.

HM Hutchings & Melville, Inc.
CUSTOM PHOTOENGRAVERS
4043 North Ravenswood Avenue Chicago 13

MEMBER OF PHOTOENGRAVERS RESEARCH, INC.

Wells Ramsey Fonden James

NEW AAW CLUB—*The newest club to receive a charter from the Advertising Assn. of the West is the Pikes Peak Advertising Club, Colorado Springs. At the meeting ceremonies were Jackson Wells, University of Denver, president of the Advertising Club of Denver, which sponsored the new club; Craig Ramsey, Craig Ramsey Associates, president of the new club; Lee Fondren, KLZ, Denver, AAW president, who presented the charter; and Numa James, Rocky Mountain News, Denver, and immediate past district vp of AAW, who helped the new group organize. The club begins with 43 members and is the 44th affiliate of AAW.*

Dutch Print Ads Up 36%; TV Zooms, with German Ads Scoring

LONDON, Sept. 12—Newspaper and magazine advertising expenditures in The Netherlands rose by 36% between 1959 and 1960, from $32,900,000 to $44,744,000.

This represents about half of the total advertising expenditure in The Netherlands, the most densely populated country in the European Common Market.

The Netherlands had a total of 3,400 regularly published periodicals, 801,000 television receivers and 2,600,000 radio receivers at the end of 1960.

These and other facts appear in the Dutch section of the "Intam Guide to Media Research," published by Intam Ltd., international division of the London Press Exchange Ltd.

The study provides full details of 18 audience surveys carried out in Holland in the past few years.

■ With the exception of Germany, The Netherlands has the highest ratio of television sets to population of any Common Market country. This, the guide shows, is in spite of the fact that the only commercial transmissions are those received from the Cologne transmitter in Germany—in German.

The Intam guide reports that about 40,000 Dutch tv sets are regularly tuned to German programs. As a result, German brand names register much more firmly among Dutch people who view German television than among those who do not.

Reviewing Dutch cinema statistics, the guide reports that there has been a steady fall in attendances since 1956, and a sudden drop during 1959. This was a time when television programs showed a sharp improvement and sales of television receivers were particularly high.

The drop in cinema admissions was stopped by an advertising campaign run by the cinema industry, which brought increased attendances during 1960.

■ A subscription to all six country sections of the "Intam Guide" costs $35 from the media research department, Intam Ltd., 399-401 Strand, London, W.C.2. The six sections will cover the countries of the European Economic Community. Copies on Belgium and Luxembourg were published in May. Italy, France and Germany will be covered in sections to be published in the next few months. #

About four billion dollars' worth of U.S. goods are sold yearly to Canada. Those who sell Canadians successfully know very well that Canada is not just another U.S. marketing region.

But this big market—your largest in every way, greatly varied and bilingual—is easily, directly and economically approachable through Canadian business publications, many of which are published in the French language. Your selling message is carried to the decision-making men in *every* area of the commercial and industrial scene.

You can be sure of this, because all BNA publications are audited, to tell you precisely who the publications reach, what they do, where they are. And more, far more, of the significant men in business, industry and the professions are reached by Canadian business papers than through "overflow" circulation of non-Canadian business publications.

Your message penetrates in an atmosphere of authority because of the esteem earned by Canadian business publications, which inform and influence Canadians in terms of their unique requirements.

Economy: Unequalled. Space rates are competitive, there is no waste circulation, effectiveness is demonstrable. Case history studies available. Or to get any other information, write to: Business Newspapers Association of Canada, 100 University Avenue, Toronto 1, Canada.

61-53

CANADIAN BUSINESS NEWSPAPERS

Look for this Maple Leaf in SRDS Canadian Edition Listings—
THE *BEST* CANADIAN BUSINESS PUBLICATIONS BEAR THIS EMBLEM

BNA

OF HOUSTON'S WORKERS LEAVE FOR WORK BEFORE 8:00 A.M.!

There are more than half a million employed persons in Houston . . . and a brand new research study shows that 78% of all these workers leave for work before 8:00 in the morning.

This doesn't leave much time for newspaper reading in the morning. And, that's another reason MORE HOUSTONIANS READ THE EVENING CHRONICLE THAN ANY OTHER NEWSPAPER.

Daily The Chronicle has . . .

6,152 *MORE CITY CIRCULATION THAN THE POST*

80,235 *MORE CITY CIRCULATION THAN THE PRESS*

SOURCE: Belden Associates Research, Houston City Zone, 1961, and a comparison of Publishers' Statements to the Audit Bureau of Circulation for the 6 months period ending March 31, 1961.

Houston Is an Evening Newspaper Market . . .
And The Evening Newspaper In Houston Is The Chronicle!

THE HOUSTON CHRONICLE

Read By More Houstonians Than Any Other Newspaper

The Branham Company—National Representatives

Member The TEXAS GROUP

In Houston, The Chronicle Is Your Must Buy!

Ad Apprentices Turn into Pros in Campbell-Ewald Training Program

University Students Get On-Job Experience Plus Pay, Academic Credit

DETROIT, Sept. 15—How does an advertising agency fill the gaps caused by death, desertion and retirement? Hire the client's son? Resort to piracy? Up from the mail room? Fat salaries? Trainee programs? The want ad columns?

All of these avenues are guaranteed to produce results of one sort or another. Chances are good, however, that the results will not be to the agency's liking. Too much guesswork involved. Too much room for error.

Campbell-Ewald has worked out a program of its own that already is showing signs of producing some top-notch advertising talent, maybe not this year or the next, but certainly in the near future.

The agency is cooperating with the University of Michigan and Wayne State University in a unique on-the-job intern program designed to train promising and interested journalism and art students in the basics of creative advertising. Ten interns have just completed an eight-week course at Campbell-Ewald that included training in everything from planning sessions to client presentations.

The interns received $550 for their summer's work and, in the case of the art school students, two hours of university credit.

■ The 1961 creative intern program began July 5 with an indoctrination and a quick tour of the agency. The group was split into teams made up of one art director and one copywriter.

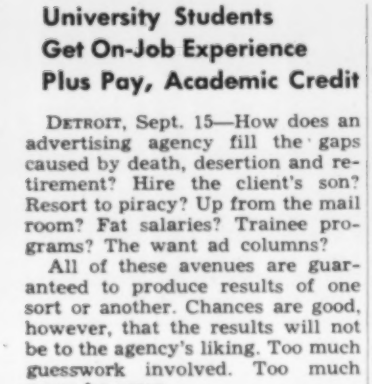
All were given the same assignment: to develop an ad campaign for a children's soap, manufactured especially for children aged five to nine. The interns were given only two features to work with—the soap would not irritate the eyes, and it would work up a large quantity of bubbles.

From there on, the art-copy teams were on their own to develop a name, form and package for their particular soap; map out magazine and tv ads; and create a point of purchase display. There were regular sessions with the Campbell-Ewald instructors who reviewed rough copy and layouts, and evaluated finished work.

Two of the intern teams selected a liquid form for their soap, two chose a soap bar, and the fifth designated its soap as a cream. The names they chose—Splash, Kidstuff, Laff 'N' Bath, Bubble Fun and Tubble—all gave the impression that taking a bath with their product was great fun for kiddies.

■ The interns presented their plans to the Campbell-Ewald plans board and top brass Sept. 1, the final day of the course. Presentations included layouts, flip charts, counter displays, tv storyboards and film

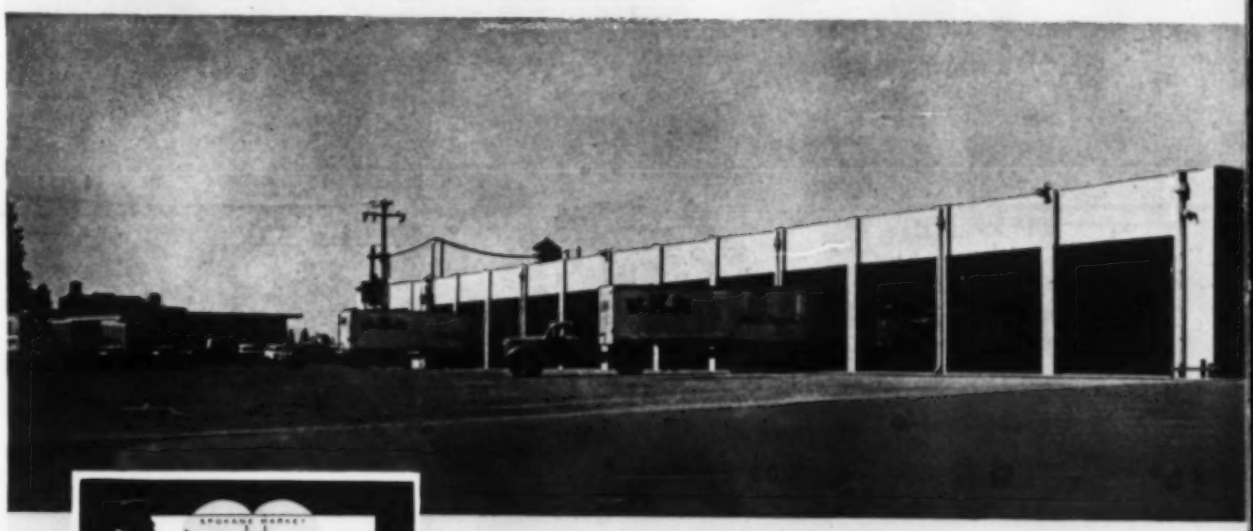
CONTROL—*Acclimatization to the broadcast media also was part of the Campbell-Ewald course of studies.*

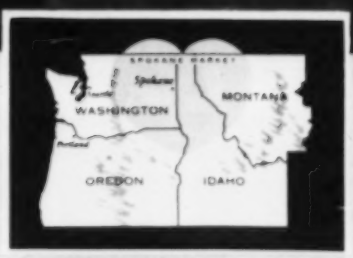


KSLA TV
SHREVEPORT
LOUISIANA

Ask our reps . . .
Harrington, Righter and Parsons
. . . about the **naturally rich** KSLA-TV market.

How a leading Pacific Northwest food distributor SELLS THE SPOKANE MARKET . . . the market that's





"the Heart of the Pacific Northwest"

THE MILLION - BILLION SPOKANE MARKET enables businessmen like Mr. Vawter, who know the true size of the market, to meet high sales quotas in the Pacific Northwest. It is a prosperous 36-county trading area, but the real sales potential is missed if the market is measured by Spokane's metro area alone!

1.1 million people live in this big, cohesive market. They have an income in excess of $2.1 billion and spend over $1.4 billion at retail annually. Any way you measure the Spokane Market—by its population, income or retail sales—it's 4 times as big as Metropolitan Spokane.

Although separated from other trading areas by great distances and towering mountain ranges, the Spokane Market is unified by common interests. Its residents consider Spokane, centrally located within the market, their educational, cultural, medical and trading center. This is only natural when you realize the nearest cities of comparable size are 289 or more miles distant from Spokane.

Another factor which welds the market together is the fact these people look upon Spokane's two dailies as local papers. Together The Spokesman-Review and Spokane Daily Chronicle reach:

- approximately 50% of the families in the FULL 36-county Spokane Market;
- 70% of the families in Spokane's big 24-county Retail Trading Zone;*
- over 90% of the families in Metro Spokane.

* 24 counties. Latest data, with exception of circulation, unavailable for parts of counties as defined by A.B.C.

4 Times as Big as It Looks in People, Income, Retail Sales

	Metropolitan Spokane	36-County Spokane Market
Population	282,000	1,119,500
Net Income	$594,973,000	$2,166,306,000
Retail Sales	$381,133,000	$1,444,787,000

Source: Sales Management, "Survey of Buying Power", May 10, 1961

Davison Adams Atkins

SPLASH—*A presentation for Splash soap, a simulated children's soap product used by students in Campbell-Ewald's summer intern program, is made by J. Michael Davison, Wayne State University, and Molly Ann Atkins, also of Wayne State. Congratulating the students is Thomas B. Adams, president of Campbell-Ewald.*

clips, sound track, and samples.

One team filmed its own tv commercial, using neighborhood children for the actors. Another gave a sudsing demonstration of its soap bars, which were cut and colored to look like the smiling face of a child.

A third team developed a package that could be used as a toy after the supply of soap was exhausted; a fourth developed a floating package that could be tossed around the bathtub.

One team developed a premium for its package—a sponge with a bar of soap inside it. The sponge was put on the market by writer Dan Dreyer and art director Ann Fomin, and now is available in two Detroit department stores and several other outlets.

■ One of the interns, Molly Ann Atkins of Wayne State, Detroit, has been hired by Campbell-Ewald as a fulltime employe. Other interns from past years also are working for the agency.

SHOWCASE—*At Campbell-Ewald's summer course in advertising, two students demonstrate their creativity in answer to a class assignment. Shown here are Dan Dreyer, University of Michigan, and Ann Fomin, Wayne State University.*

Program director Don David estimated that the C-E hours spent on the program translated into three $16,000-a-year employes working fulltime on the program for the eight-week period. Much of the work, he pointed out, was done after hours.

The intern program was under the direction of Mr. David, Charles Foote and James Trumbo. Instructors included Richard Candor, Ed Birnbryer, William Hofscher, Tony Nelson and Tony Longo, as well as Mr. David.

Interns were Molly Ann Atkins, Ann Fomin, Jerry Lawrence and Kenneth Balogh from Wayne State, and Mary Jean Baron, Howard Machette, Katharine Hartwig, Ted Hoffman, Dan Dreyer and J. Michael Davison from University of Michigan. #

Palm Names Sherman; Adds Heller Roberts Divisions

Robert W. Sherman, formerly with Cleveland Engraving Co., has joined Palm & Patterson, Cleveland, as an account executive.

At the same time, Palm & Patterson, has been appointed to handle advertising for the Cleveland divisions of Heller Roberts Instrument Corp. The Heller industrial fastener division manufactures a broad line of staplers, tackers, stitchers and nailers and the Fasform division designs and manufactures to specification all kinds of wire forms and wire assemblies.

Industrial Marketing Adds One

General Microwave Corp., Farmingdale, N. Y., manufacturer of hardware and instrumentation for microwave equipment, has appointed Industrial Marketing Associates, Levittown, N. Y., to handle its advertising.

4 TIMES AS BIG AS IT LOOKS

here is much more to the Spokane Market than just metropolitan Spokane. We know because United Retail Merchants stores dot the vast trading area which extends over two hundred miles in every direction from Spokane. We treat it as a single sales entity, and cover it with the Spokane dailies—The Spokesman-Review and Spokane Daily Chronicle."

— F. F. VAWTER, SECRETARY-TREASURER

URM STORES, INC., SPOKANE, WASHINGTON

URM warehouse in Spokane, recently constructed at a cost of $1,700,000, is housing and distributing headquarters for products that stock the shelves of 300 URM stores throughout the Spokane Market. Storage area exceeds 300,000 square feet. 59 trucks load and unload daily at 4 warehouse docks.

Spokane is a Burgoyne Grocery and Drug Test city

THE SPOKESMAN-REVIEW
SPOKANE DAILY CHRONICLE

Coast-to-Coast NEWSPAPERS SELL THE MOST!

Advertising representatives: Cresmer & Woodward, Inc., Sunday Spokesman-Review carries Metro Sunday comics and This Week magazine.

Takes Only One To Do the Job

Want to reach one of the country's richest, fastest-growing markets? Completely? Conveniently? Economically? In Southern New Jersey's Atlantic, Cape May and Cumberland Counties, the PRESS delivers more A.B.C. circulation than all other Dailies and Weeklies in the area combined.

Atlantic City Press

Southern New Jersey's "Good Morning" Newspaper

ROLLAND L. ADAMS, President

Scolaro, Meeker & Scott, National Representatives

YOU NEED ALL OF GEORGIA, TOO!

You wouldn't sit on half a chair . . . and you shouldn't try to reach all of booming Georgia's $5¾ billion market with one newspaper buy. One order can't cover it. You need *two* . . . and one of them is the Georgia Group — the Augusta, Columbus, Macon and Savannah papers. The Georgia Group delivers the rich "missing half" of Georgia's population with one order, one bill, one check. Your local Branham man has all the details, can show you how to save 13% on 10,000 lines or more.

THE georgia Group

AUGUSTA *Chronicle and Herald* MACON *Telegraph and News*
COLUMBUS *Ledger and Enquirer* SAVANNAH *News and Press*
REPRESENTED NATIONALLY BY THE BRANHAM COMPANY

TV Reflects Public Taste, Not Vice Versa, Harper Says

WASHINGTON, Sept. 12—Television programming reflects the public's taste less than it affects it, Paul C. Harper Jr., president, Needham, Louis & Brorby, told the first luncheon meeting of the Advertising Club of Metropolitan Washington today.

"If you will examine all the popular types of programming today you will find very little that is basically new," said Mr. Harper. "People are still interested in what they always have been—laughter, an occasional tear, the thrill of the chase and plenty of reassurance that other people have problems just like theirs.

"To most people television is by definition a source of entertainment and nothing else. These are the things they look for when they turn on the set. The only basic change is that people are entertained more today than they were 50 years ago. The ingredients are the same," he told the admen.

■ He went on to point out that there is little question that the quality of television programs can be improved in many respects.

However, he said, whatever the changes are they must be planned within the commercial context, for between the choice of programming at either public or private expense Mr. Harper wholeheartedly selects private operation.

"If the air is programmed at private expense," the agency executive said, "there is one major consequence. It is this. The character of programming will be set essentially by commercial values—and in more or less direct response to existing public tastes.

"This nation made its choice between private and public financed programming many years ago," Mr. Harper said. "The economics of television, like our other mass media, are built squarely on the principle of commercial sponsorship—and commercial sponsorship must cater to existing public taste to justify itself commercially."

■ Mr. Harper pointed out that all those in the advertising industry should be concerned about tv, its critics, and its future. He believes that what people think, say and do about television will affect, more than any other single factor, what they think, say and do about advertising. What happens to television either by law or by precedent, will eventually happen to all mass media, he said.

"Let us keep in front of television's critics the basic choice that has been made regarding the way television and the other mass media are supported and financed, through commercial sponsorship," he said.

■ "Let us remind the critics of the consequence of this choice which is that television programming will be set by commercial values—and in direct response to existing public tastes.

"Let us remind the critics that no popular medium, if it is to survive, can get too far ahead of popular taste—and there is evidence that in certain areas at least, television is ahead rather than behind in this respect.

"But at the same time," Mr. Harper went on, "let those of us who can, press for the improvement that can and should be made within the commercial context. Let us press for:

- "Better production values.
- "More creativity in programming.
- "A broadened flow of talent from local to national levels.
- "More vigorous editing of the moral content of early evening programs.
- "More use of the opportunities offered by selective programming.
- "Continued recognition of the tremendous effect that the sponsorship of well-conceived programs can have on the long-term growth of American business—and of the American television industry." #

All-State Names Maercklein

All-State Engineering Co., Milwaukee, manufacturer of cranes and monorail systems, has named Maercklein Advertising, Milwaukee, to handle advertising for all divisions of the company's industrial products.

Davison Names Capital

Davison Chemical Co., division of W. R. Grace & Co., Baltimore, has appointed Capital Advertising, Lansing, Mich., as its agency.

Take a second look

(it's Red Owl, in Duluth)

Take a second look at the Duluth-Superior market-

it's bigger than you think!

It's the second-biggest market* in both Minnesota and Wisconsin!

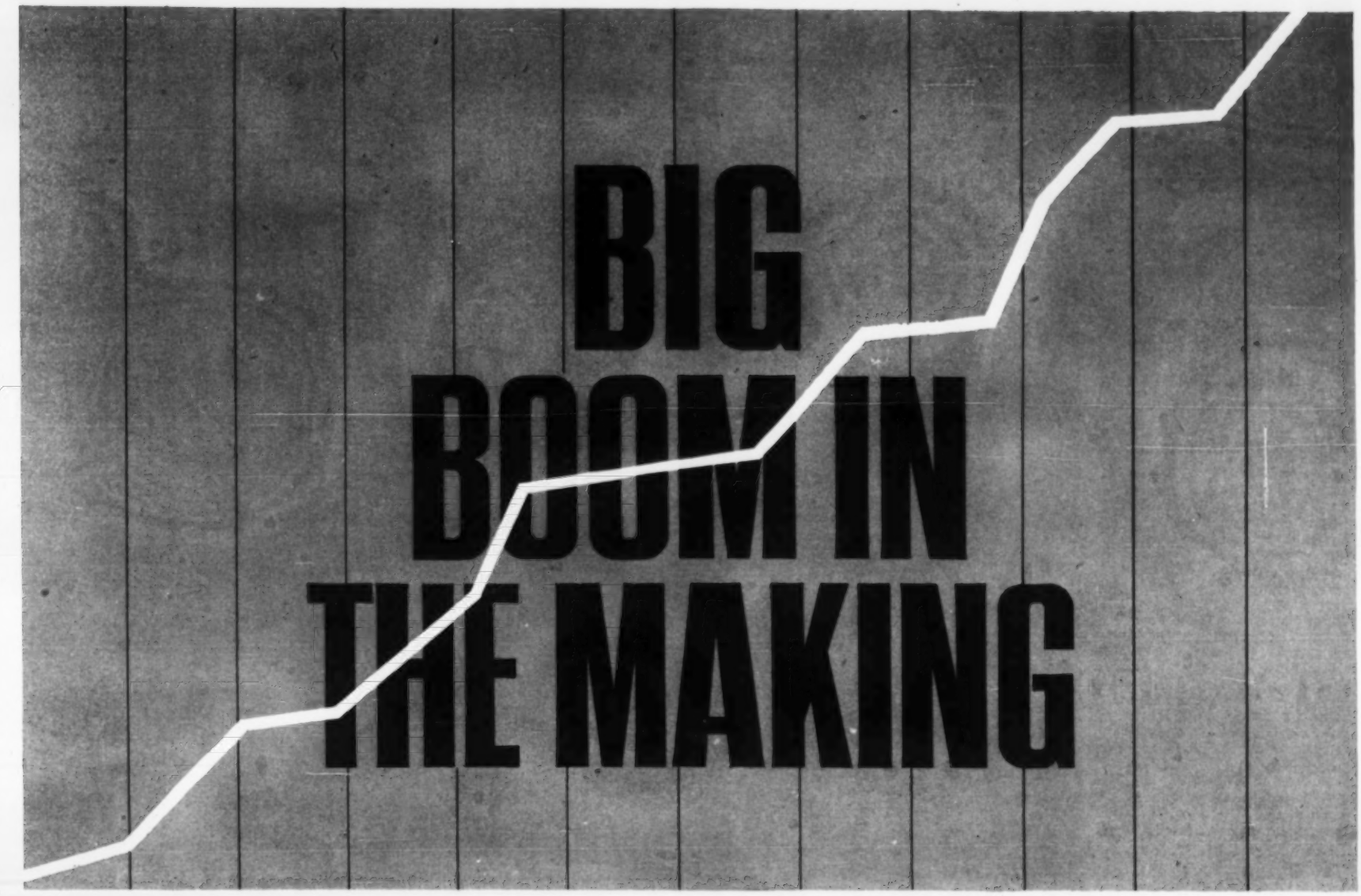
Bigger than Madison or Des Moines!

Bigger than Davenport, Reading or West Palm Beach!

Duluth-Superior-BIGGER than you think-and only KDAL delivers it all!

KDAL—CBS RADIO-TELEVISION/3—AN AFFILIATE OF WGN, INC.—REPRESENTED BY EDWARD PETRY & CO., INC.

*Sales Management population estimates, January 1, 1961.



Now is the time for on target advertising in "USN&WR"

There are strong indications that the American economy is about to move into another solid and sustained period of growth and expansion, with sales and profits headed for all-time highs. The exact timing is uncertain. But it is as inevitable as night after day.

And the companies which will profit most from this growth will be those with a head start on their competition when the boom starts to mean new orders.

The stimulus for this head start is advertising, hard hitting advertising directed *now* to those who'll be doing most of the buying of what you have to sell.

They need to know *now* about your company's products, its reputation and its place in industry.

They need to have *now* a good and clear realization of the image your company projects.

In "U.S.News & World Report," your advertising sets up this firm foundation.

It is directed to a highly concentrated managerial market (highest concentration of the three news magazines).

It is directed to a large and active group of thought-leaders, people with radiating influence.

It is directed to a high concentration of higher-income, pace-setting families (highest median and average family incomes of the three news magazines).

It is directed to a big audience, now more than 1,200,000 strong.

One additional fact of consequence: your advertising dollar in "U.S.News & World Report" works with maximum efficiency. It covers more actual buyers per dollar in category after category than in any other news magazine.*

Now is the time to take advantage of these facts . . . to join the ever-growing number of advertisers who consider "U.S.News & World Report" to be **. . . the most important magazine of all**

U.S.NEWS & WORLD REPORT

America's Class News Magazine

Now more than 1,200,000 net paid circulation

*For the documentation of the values above, ask your advertising agency, or our advertising office nearest to you. Advertising offices at 45 Rockefeller Plaza, New York 20, N. Y. Other advertising offices in Boston, Philadelphia, Pittsburgh, Cleveland, Detroit, Chicago, St. Louis, Los Angeles, San Francisco, Washington and London.

Garneau's Gancia Wine Ads Feature Model Countess

NEW YORK, Sept. 12—The countess ain't real, but the Jos. Garneau Co. import division of Brown-Forman Distillers Corp. thinks she's just the gal to promote Asti Gancia sparkling wine.

Garneau is currently using an ad featuring an unidentified, dashing young woman beside some copy in Italian which reads: "The countess invites you to spend a pleasant Italian evening with her and Asti Gancia." The first ad appeared in the Sept. 4 issue of *U. S. News & World Report* and then in *Social Spectator*. The same ad is scheduled for *Gourmet* in October, *Sports Illustrated* Oct. 16, and *Newsweek* Nov. 6.

The woman is no countess, and no one's saying she is. She's an American.

J. M. Hickerson Inc. is the agency. #

Charlop & Carland Adds 4

Charlop & Carland, Montclair, N.J., has added four new accounts. They are S. Blickman Inc., Weehawken, N.J., manufacturer of food service, hospital and laboratory equipment; Hardboard Fabricators Corp., Newark, manufacturer of hardboard; Bestwood Corp., Newark, manufacturer of contact cement; and C-B-M Industries (including international), Newark, bottler of soft drinks.

Ads of Future to Emphasize Image, Esthetics: Forrest

LAKE FOREST, ILL., Sept. 12—The lessening of product differences will lead advertising to concentrate more on such things as the reputation of the product and esthetic values, according to William R. Forrest, senior vp and chairman of the plans board of Foote, Cone & Belding, Chicago.

Mr. Forrest, addressing the Junior Executive Clinic at Lake Forest Academy, predicted that advertising in the future will increase, and it will be more difficult to get the consumer's attention.

"Nor is getting attention the whole problem," he said. "Establishing a rapport with a body of increasingly sophisticated consumers will be equally challenging.

"Another part of our problem is the disappearance of product difference. We shall have to find new selling appeals because in most cases we cannot hope for important competitive advantages in the products themselves."

■ In coping with these new conditions, some new advertising concepts will evolve, Mr. Forrest said.

"I think that more and more we will sell the reputation of the product and its maker," he said. "I believe esthetic values will become more important in advertising. The psychological values of products will be emphasized. The feelings of confidence or security or prestige or health or well-being that come with the use of a certain brand are very real values to the consumer.

"Of cour-e," Mr. Forrest said, "the pragmatic aspects of products and services must be sold, too, but this will call for advertising that is more creative and not, as it so often is today, simply declarative.

"I firmly believe that the so-called hard-sell school of blatant, repetitive, extravagant claims and weasel words will become a curiosity. One day we'll look back at these as ads and laugh, as we laugh now at the patent medicine ads of the last century." #

WTRF-TV STORY BOARD

WATCH It! Television is great . . . years ago it cost 50¢ to see Roy Rogers at the movies and now you can stay home and see the same picture in "WATCH, man!" color for only $500.

WATCHword Seven

WATCHfull! Appears that the world is re-arming everything but Venus DeMilo.

WATCH Wheeling

WATCH out! Quit complaining to the wife for wishing for things she doesn't have . . . what else is there to wish for?

WATCH wtrf-tv

WATCHdogs? Two female boxer dogs met and conversed: "My but you're looking good!" said Olga. "Thank you," replied Magda, "but I should, my plastic surgeon just gave me a few extra new wrinkles." (Thanks to Artist Christa Lipinski for translating the German version)

WATCH Seven

WATCH and weep! He arrived at the psychiatrist's office wearing a beret, smock and a heavy beard. Fascinated by his appearance the analyst smiled: "An artist, I see." The man shook his head. "No?" said the puzzled analyst, "But then why the beret, smock and beard?" "That," snapped the man, "is exactly what I'm here to find out."

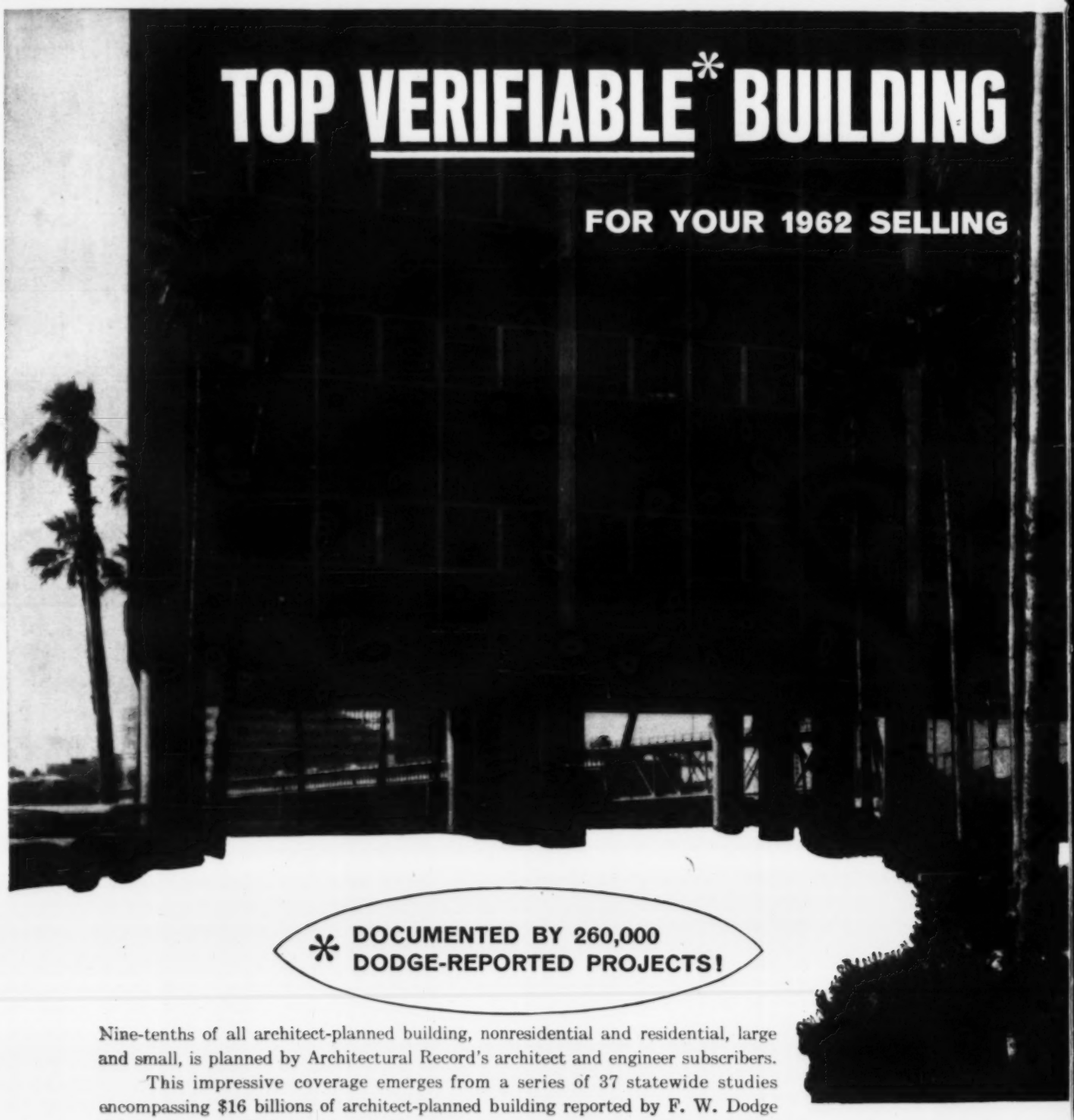
WATCH Wheeling

WATCHcry! "You can't buy happiness but you can get Joy for 37¢."

WATCH wtrf-tv

WATCHing seven in the Wheeling-Steubenville Industrial Ohio Valley is important to the folks spending 1¾ billion dollars annually in 7,500 retail outlets here. Want to give them your message? Contact our rep. George P. Hollingbery.

CHANNEL SEVEN NBC WHEELING, WEST VIRGINIA



Nine-tenths of all architect-planned building, nonresidential and residential, large and small, is planned by Architectural Record's architect and engineer subscribers.

This impressive coverage emerges from a series of 37 statewide studies encompassing $16 billions of architect-planned building reported by F. W. Dodge Corporation in full 12-month periods.

These unprecedented studies are available on request so that you may determine *building type by building type, region by region,* and *state by state* how much coverage your 1962 advertising dollars will buy in the Record.

We think you will agree that with building planning activity so heavily concentrated in the hands of Record subscribers, concentrated efforts to sell these subscribers makes sense.

You can aim with confidence to achieve in Architectural Record the economies and results that flow from continuity and the use of competitive-size space in the leading magazine in the field.

Ceramic Opens Chicago Office; Names Bertke Manager

Ceramic Publications, Cleveland, has opened a Chicago office in the Merchandise Mart and has appointed William J. Bertke midwestern advertising manager. Mr. Bertke continues as a representative of Earnshaw Publications, New York.

Conaway-Klaner Moves

Conaway-Klaner-Vogler, Los Angeles, publishers' representative, has moved to new offices at 1336 Wilshire Blvd.

5 New Betty Crocker Refrigerated Items in October Introduction

MINNEAPOLIS, Sept. 12—Heavy newspaper and television advertising will be used to introduce five new Betty Crocker refrigerated products, beginning Oct. 1.

B. M. Hagan, vp and general manager of the General Mills' refrigerated products division, said they are Betty Crocker fudge brownies, raisin oatmeal cookies, ginger molasses cookies, chocolate chip cookies and cinnamon rolls with icing.

He described fudge brownies as a Betty Crocker first. They are not a mix, but a soft, pliable dough which is simply spread on a pan and baked.

Introductory advertising will include 1,500-line four and two-color newspaper ads in 48 cities across the nation. These will be followed by a series of three four-color ads in newspaper supplements in 11 cities.

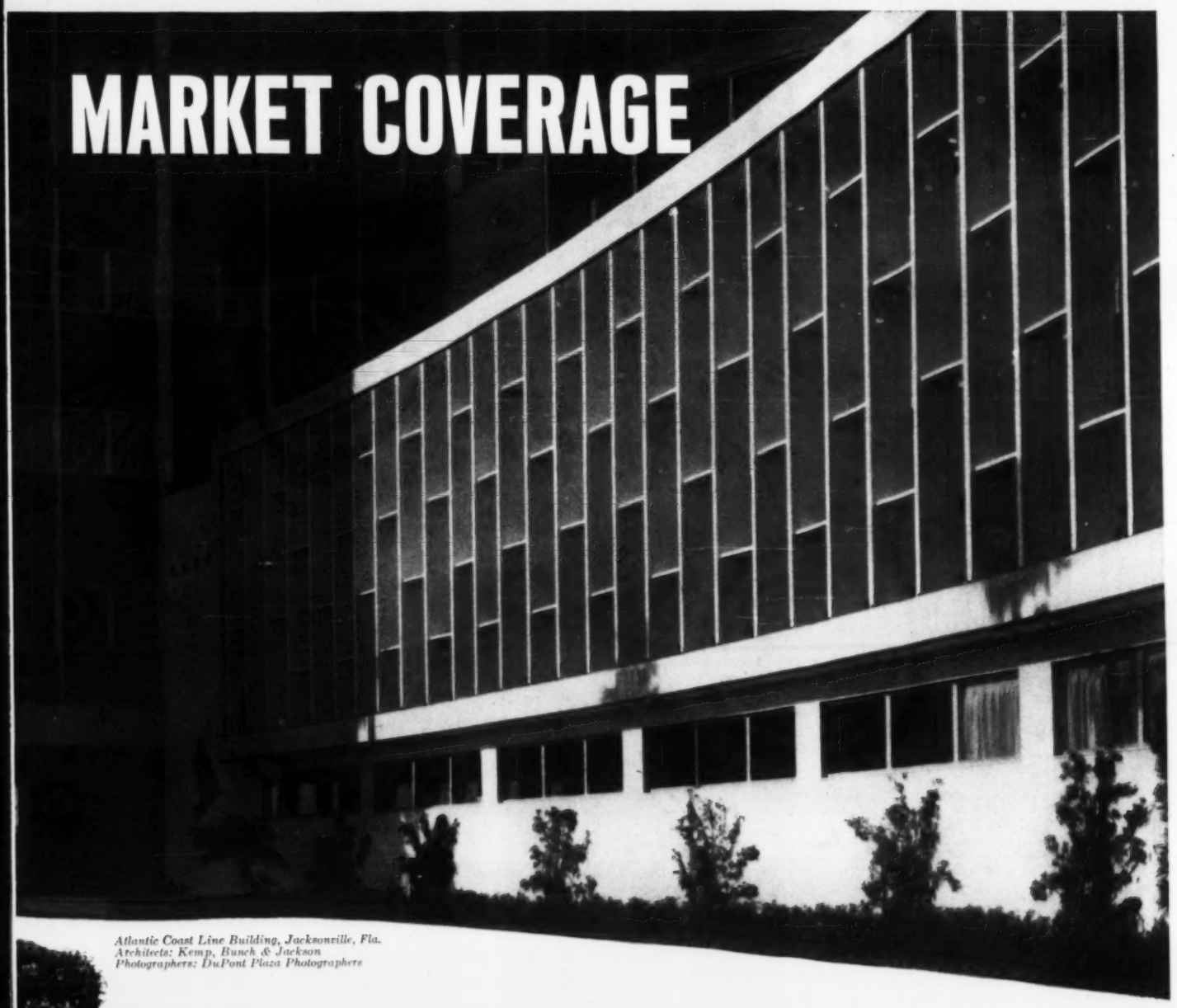
■ Beginning in mid-October, a spot television campaign is scheduled for 41 cities; 60-second commercials will be placed in two waves of eight weeks each, Mr. Hagan said.

Knox Reeves Advertising, Minneapolis, is the agency. ≡

Isaza Forms Company

Peter P. Isaza, who retired Sept. 1 as international vp of Chesebrough-Pond's Inc., has formed his own international marketing and consulting company, Peter P. Isaza & Associates, at 872 Pines Lake Drive, Wayne, N.J. A New York office will be opened shortly.

HEAD START—*This is the first in a series of three four-color ads introducing five new Betty Crocker refrigerated products.*



Atlantic Coast Line Building, Jacksonville, Fla.
Architects: Kemp, Bunch & Jackson
Photographers: DuPont Plaza Photographers

FOUR MORE RECORD "EXCLUSIVES" FOR YOUR 1962 SELLING

1. *The largest architect—and engineer—paid circulation in the history of the field!*

2. *Editorial leadership.* Most editorial pages—fully researched by Eastman Editorial Research and the Record's own Continuing Readership Research; and timed and balanced with the aid of *Dodge Reports* to be of maximum value to architects and engineers in terms of the work on their boards.

3. *Steady reader preference.* Architects and engineers have voted the Record "preferred" in 156 out of 172 studies *sponsored by building product manufacturers and advertising agencies.*

4. *Outstanding advertiser acceptance.* For 15 straight years more building product advertisers have placed more advertising pages in the Record than in any other architectural magazine. The Record's margin of leadership in 1961 58 per cent!

Architectural Record

F. W. DODGE CORPORATION
A McGraw-Hill Company

119 West 40th St.
New York 18, N. Y.

"stimulus to creative architectural and engineering design"

REMEMBER... CALIFORNIA HAS A 4TH MARKET TOO!

It's the ever-growing San Bernardino-Riverside market . . . 4th in California, 27th in the nation where retail sales exceed those of New Orleans, Toledo, Oklahoma City or Salt Lake City . . . over 1 billion, 200 million! You can cinch the San Bernardino half of this billion dollar market without duplication, by placing your schedule in the **San Bernardino SUN-TELEGRAM.** And here's something else; San Bernardino is 50 miles from Los Angeles and less than ½ of 1% of the total circulation of the major Los Angeles papers reach here. So, when you're out for California, include the **San Bernardino SUN-TELEGRAM** and California's 4th market in your plans!

SAN BERNARDINO
SUN-TELEGRAM
SAN BERNARDINO, CALIFORNIA

Represented by Cresmer and Woodward Inc.

CHOICE CHICAGO OFFICE SPACE

in the

Advertising Age Building

If you are considering new office space in Chicago, we cordially invite you to inspect availabilities in the new *Advertising Age Building* at 740 N. Rush Street.

This building, which will become our headquarters in April, 1962, is now being extensively remodeled with the installation of a beautifully modern entrance and lobby, new automatic elevators and central air-conditioning.

The building is ideally located just one block west of Michigan Avenue and one block south of Chicago Avenue —close to bus, subway, Lake Shore Drive, and the Ohio-Ontario interchange with all expressways. There is also ample parking across the street.

The rent for this distinctive, convenient location is less than for any comparable space within miles—and it includes air-conditioning!

Desirable space, in any size units (up to 20,000 square feet on one floor) will become available between now and April, 1962.

The *Advertising Age Building* is particularly well suited for agencies, publishers, media representatives, research organizations, art studios, graphic arts services and other allied interests. We already have a lease from one agency and strong show of interest from several publishers.

If you would like to see space, or talk further about the possibilities, please call or write Jack Barnett, Advertising Age, 200 E. Illinois St., Chicago 11 (DElaware 7-5200)

Carson's Schlesinger Turns Jaunts Abroad into Sales, New Image for Department Store

CHICAGO, Sept. 12—Working on the premise that an advertising manager should know his product well, Richard Schlesinger has been touring the world.

Mr. Schlesinger, vp and director of sales promotion and advertising of Carson Pirie Scott & Co., finds visiting the countries which supply many of the products sold in the department store chain is an invaluable experience.

"You have to get the 'feel' of the country," he said. "It's the only way to give full value to your promotions."

In the past two years, he has spent a total of about four months away from his desk—and his country. Besides two trips to England, he's visited Japan, Hong Kong, Scandinavia, Scotland, Ireland, Italy, France, Austria and Germany.

Sometimes he accompanies Carson's buyers on their travels, and other times he goes off alone. He's brought back some profitable purchases for the store on some of these solo trips.

■ And when he's not buying, he's "selling" Carson's to foreign suppliers, whose knowledge of Chicago retailing sometimes ends with arch-rival Marshall Field & Co. Mr. Schlesinger's constant traveling companion is a flip chart which explains Carson's operation (it contains one chart showing Carson's sales line rising more sharply than the city's retail average).

There's still another reason for Mr. Schlesinger's trips abroad. And that's to enlist the cooperation of foreign suppliers and promotional groups in Carson's retail promotions.

A good case in point is the forthcoming "British fortnight" sale at Carson's Sept. 25 to Oct. 7. Promotion surrounding the sale will include several special events provided with the assistance of the English Board of Trade, a group roughly equivalent to the U.S. Department of Commerce.

A rare visit by the Life Guard Trumpeters from Her Majesty's Household Cavalry, a 3,000 sq. ft. exhibit by the City of London, a two-decker London bus, a London taxi and many other special exhibits will turn the Carson's State St. store into a center of English culture.

■ Advertising for this event will include 20 page and half-page ads in the *Chicago Tribune* and *Daily News* featuring some of the $1,500,000 worth of British goods to be offered for sale; 20 300-line special event ads running hard by product ads, and two opening ads announcing the promotion in the *Tribune* and *Sun-Times*.

In addition, according to ad manager Earl Silvers, Carson's will use about 40 radio spots promoting the "British fortnight." Direct mail and several out-of-store events will be staged to call attention to the promotion.

Grant, Schwenck & Baker is the agency.

■ The promotion is another facet of Carson's attempt to promote a store image—"the class store for the masses"—a task which began about six years ago.

Special promotions centered around foreign goods have been featured. Last year the company's State St. store held an Italian goods promotion which boosted sales tremendously during the two-week span.

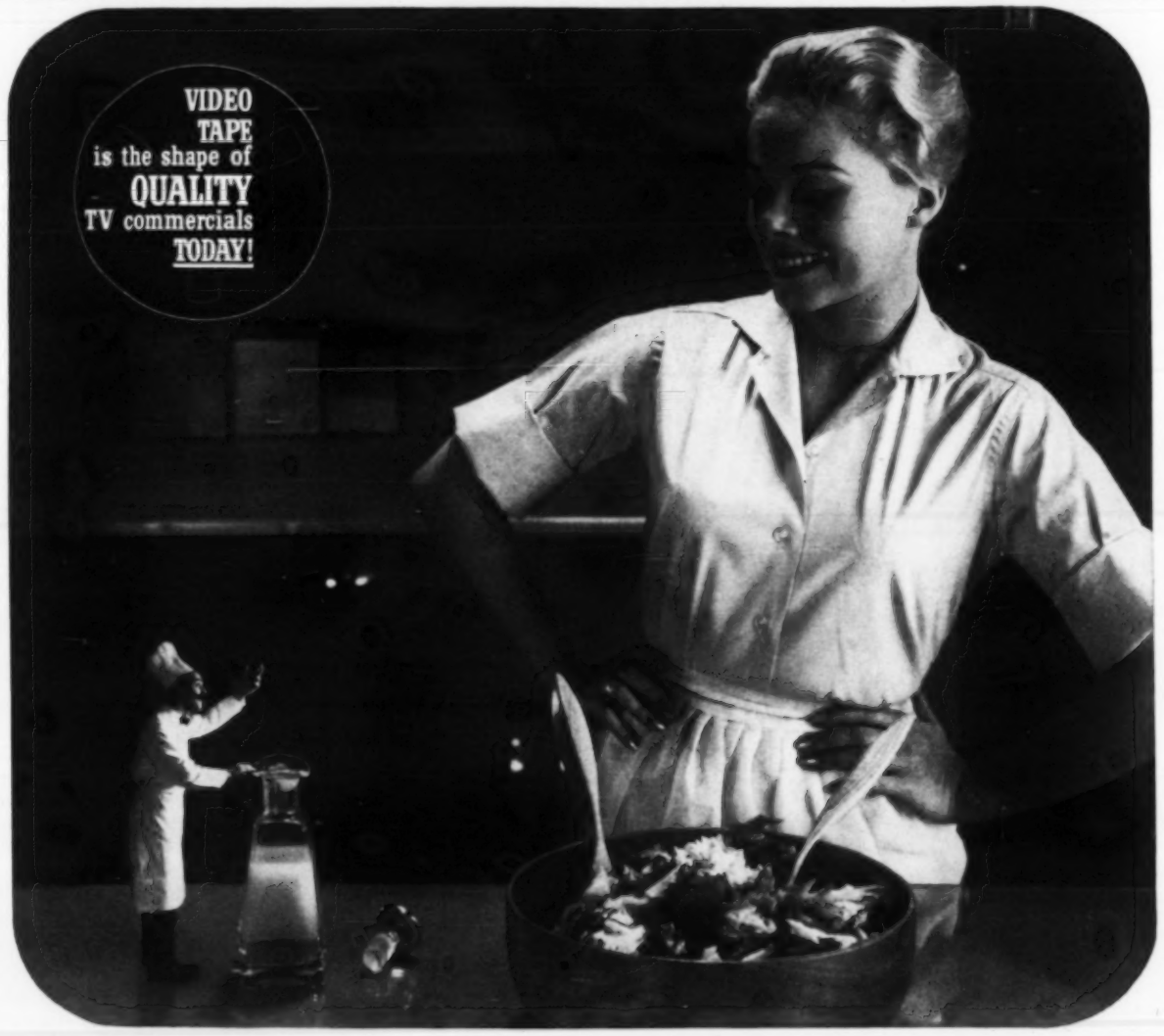
The cost of these promotions is "more than I like to think about," according to Mr. Schlesinger. The budget is usually four to five times the normal amount.

While special promotions do not always make money, they usually accomplish their main purposes—to add customers, upgrade the store's image, and gain other long-term benefits. #

Vano Uses Animated Ad for Spot TV Drive

Chemicals Inc., division of B. T. Babbitt Inc., Oakland, Cal., is using an animated tv ad for its Vano liquid starch and new Vano spray starch.

The cartoon, centered around the theme, "If you're not using Vano, you're working too hard," is scheduled for a heavy tv spot drive in the West. Garfield, Hoffman & Conner is the agency. Animation and filming was done by Imagination Inc., San Francisco.



SPECIAL EFFECTS: 1001 special reasons why your commercials should be on SCOTCH® BRAND Live-Action Video Tape!

There is nothing new about special optical effects in TV. What is new . . . excitingly new in video-taping special effects on "SCOTCH" BRAND Video Tape is the instantaneous speed, ease and economy with which tape does the whole bag-of-tricks . . . does 90 per cent of them merely by pushing a button! No waiting for days, weeks, while lab work and processing laboriously create an "effect." On video tape you create electronically, instantaneously. And "1001" is just a number—in creative hands there is no limit!

By pushbutton and an electronic special-effects generator you can create thousands of variations . . . wipes, dissolves, fade-outs . . . you can matte a person or product from one scene into an entirely different one . . . combine several images of the same person on the screen . . . introduce pixie or giant characters with normal-size people . . . do split-screen "before and afters," or a montage of different scenes . . . combine photographs, miniature sets, drawings, cartoons, movies, with live or tape scenes . . . produce pop-on overlay effects, faces, product labels . . . do limited animation of titles, cartoons, as well as smoothly integrating film animation with tape . . . create rain, snow, fire, smoke, even dream sequences—you name it!

And special effects are just the dressing on the salad. Basic video tape advantages for black and white and color, include: (1) new picture quality, "real-life" presence, (2) immediate playback that eliminates errors . . . provides "how're we doin'?" feedback, (3) time and money savings.

Get the tape story! Next TV storyboard you produce, take to your local video tape house for analysis—and a bid that will surprise you. No cost or obligation. FREE ILLUSTRATED BOOKLET: "Techniques of Editing Video Tape"—a sampling of ideas used by video tape editors in building shows from tapes, splicing and special effects. Send to: 3M Company, St. Paul 6, Minn.

"SCOTCH" is a registered trademark of 3M Company. © 1961, 3M Co.

MINNESOTA MINING AND MANUFACTURING COMPANY
...WHERE RESEARCH IS THE KEY TO TOMORROW
3M COMPANY

WHO BUYS OUTSIDE HOUSE PAINT IN HOUSTON?

HOUSTON POST PROFILE RESEARCH

PRODUCT: OUTSIDE PAINT TOTAL HOUSEHOLDS: 517,900
USER HOUSEHOLDS: 22.6% (117,045)

CHARACTERISTIC	OUTSIDE PAINT	DAILY NEWSPAPER COVERAGE		
		POST	CHRONICLE	PRESS
INCOME				
Less than $3000	14.5%	21%	23%	14%
$3000 - $4999	19.3	32	34	19
$5000 - $6999	26.3	45	39	22
$7000 or more	33.4	59	47	17
AGE (Head of Household)				
Less than 35	20.6%	37%	36%	14%
35 to 50	26.5	39	34	20
50 or more	20.1	36	37	20
FAMILY SIZE				
1 or 2	21.6%	36%	36%	17%
3 or 4	24.0	41	37	20
5 or more	21.6	35	33	18
OCCUPATION				
White Collar	26.2%	49%	42%	20%
Blue Collar, Skilled	25.5	35	35	22
Unskilled & Farm	12.5	28	27	9
Other	18.4	32	31	17

Sources: Dan E. Clark & Associates Top Ten Brands, March-June, 1960
Sales Management Survey of Buying Power, May 10, 1961

More than 22% of the 517,900 families who make up the Houston market bought outside house paint last year . . . and to people who produce pigment, that's a bucket full of brushing.

But the barrel sized figures are only the beginning of a marketing story.

The prime meaning of a marketing story comes out when you brush aside the surface figures to find the distinguishing characteristics of a market as it affects a particular product or brand.

And that's where HOUSTON POST PROFILE RESEARCH enters the picture.

HOUSTON POST PROFILE RESEARCH tells paint producers that Houston homeowners who buy outside paint tend to become progressively better customers as income increases, fall heavily into the middle age brackets, have medium sized families and are made up largely of skilled and white collar occupational groupings.

It also tells pigment blenders that the very same characteristics which apply to paint buyers apply to readers of THE HOUSTON POST.

Whether you're selling paint or pancake mix, tea or televsion sets, HOUSTON POST PROFILE RESEARCH can give your Houston marketing more direction. For information about a tailor-made profile of your product and brand, see your Houston Post man or our Moloney, Regan & Schmitt representative.

THE HOUSTON POST

TEXAS' LARGEST NEWSPAPER / SHOWING THE WAY IN DEPENDABLE MARKET RESEARCH

THE AD—*A day's shooting in the Gold Medallion home of the W. C. Mitchells in Excelsior, Minn., resulted in this b&w Live Better Electrically spread in the August Better Homes & Gardens, Sept. 28 Life and Nov. 4 Saturday Evening Post.*

Compton 'Gypsy Band' Roams U.S. for Live Better Electrically Ad Stories

NEW YORK, Sept. 12—Every month or two a "band of gypsies" leaves Compton Advertising and moves in for a day with a family somewhere in the U.S.

Just which family it will be, they don't know. But they do know they must return with enough photographs and copy for a Live Better Electrically ad for the Edison Electric Institute. The object of the hegira is to photograph a "real" family as "realistically" as possible to show how each member benefits by living in an all-electric home.

Usually making the trip are three men from Compton: Account Executive R. Wells Brown; Art Director Jerry Carl and Copywriter William Grieve-Smith. From Edison Electric comes Charles Taylor, advertising manager of the Live Better Electrically program. The photographer is Ted Croner, his assistant Wayne Olsen.

■ When they arrive at the appointed city, the first stop is the local utility company which recommends serveral families as possible ad subjects. Then the New York group starts making the rounds to select its family for a day.

Assaying the families is always a delicate and sometimes awkward task as the men stroll through each house, "smiling vaguely and trying not to look like they're sizing up the house and family"—which is precisely what they're doing.

■ To be chosen, a family first of all must live in a Gold Medallion home, as an all-electric house is officially called. The family also must have children and a father who can stay home from school and job for a day. The house must be spacious enough to serve as a photographer's studio, and the family must be photogenic and personable enough to serve as photographer's models. And they must enthusiastically want to participate in the project.

The house must also be moderately priced, since a major campaign aim is to show that an all-electric house is for every homeowner, not just for the rich.

With the family selected (and the runners-up diplomatically turned down), the admen, if possible, give the mother 24 hours to "ready up." As Mr. Brown explains: "We always assure them that the dust on the bookshelves won't show and the house looks fine, but the mother just feels better if she has a day to scour the house and get her hair fixed."

Since the campaign has been running for a year, the picture-taking routine has become fairly set. But it's always a gamble as to just what will happen. "We have to play it strictly impromptu," Jerry Carl, the art director, points out. "We're walking into a situation with strangers where anything can happen.

"They've been warned, but they really have no idea what happens when six people and 300 lbs. of equipment arrive for the day. We're all on our most diplomatic behavior—and knowing when to take a break is just as important as setting up a shot."

■ The shooting day begins at 8 a.m. and always with the same opening scene, Mr. Brown recalls. "There sits the family starched and stiff, looking like they're going to a funeral. The New York crew comes in full of jolly humor, joshing the children and getting acquainted with everyone."

With the family somewhat unfrozen, the Compton crew then swings into a tape-recorded interview with the parents on why they like electrical living. From this, Copywriter Grieve-Smith gleans quotes for his copy.

While the interview is going on, Photographer Croner roams the house, deciding where to start shooting. In all, he'll take about 150 pictures, of which six will be used. In the ad, one photo each will feature the house exterior, the kitchen, the clothes dryer, the water heater, the heating system and "housepower" (adequate wiring).

■ Mr. Croner comes equipped with three strobes and three cameras, but he's found it usually works best "to set up one and run the herd in front of it, taking pictures as they go." He also takes a Polaroid "preview" shot of each setting to check the lighting, composition, etc. This also helps thaw his amateur models, who always relax after seeing a sample of how the shot is going to look.

The crew tries to finish all the pictures involving the children in the morning in order to avoid breaking up the meal and nap pattern. "We try to act like guests and obey all the house rules," Mr. Brown pointed out.

As part of this credo, a special role has befallen Client Charles Taylor: keeping the children amused and out of the way when they're not on camera. And, for a bachelor, he's now quite a connoisseur of fairy tales and kid tv shows.

■ Sometimes it's 8 or 9 p.m. before the last photo is taken, and the tired crew heads for the hotel—but only after scrupulously tidying the house. By then, the family is slightly shell-shocked, but "They're far less trouble than professional models would be," Jerry Carl says.

The family always gets proofs of the ad to okay before it runs; they also get a "small compensation" for their trouble—however, the sum is not substantial enough to make it a testimonial, the agency points out.

The family, especially the children, also become local celebrities when the ad appears. And as Charles Taylor walks out the door, he always says: "Now if you ever get to New York, you be sure to look me up"—and one family from Pennsylvania has done so three times so far. #

Carl Mrs. Mitchell Croner

SO THAT'S HOW IT'LL LOOK—*Jerry Carl and Ted Croner show Mrs. Mitchell a Polaroid shot of a picture she's in. ("It's the quickest way to unfreeze a self-conscious model.")*

HANDY BARREL—*As a snowstorm starts, the Mitchells are photographed outside their home. Just after snapping the shutter, the barrel-climbing photographer toppled off, adding more comic relief.*

Croner Carl Arndt Taylor Brown Grieve-Smith

FIRST SHOT—*The entire cast assembles for the first shot. Photographer Ted Croner and Art Director Jerry Carl direct, aided by four kibitzers: Doug Arndt, of Northern State Power Co., who introduced the New York group to the Mitchells; Charles Taylor, ad director of the Live Better Electrically program; Wells Brown, account exec; and William Grieve-Smith, copywriter.*

OOPS—*Photographer Croner mops up some spilt milk. ("We were actually glad it happened because it provided some comic relief when we needed it.")*

watch the women go Buy!

The Portland retailer, with one eye on the cash register and the other on selling costs, chooses The Oregonian as his base advertising medium. Last year he ran more lines in The Oregonian than ever before . . . the most in 110 years! Experience has taught him that Oregonian advertising pays the fastest and the most. You, too, will get more results faster in the one medium that covers the entire Oregon Market . . . The Oregonian.

the Oregonian

PORTLAND, OREGON

Growing Medium in One of America's Growingest Markets.

Represented Nationally by Maloney, Regan & Schmitt, Inc.

CHECK READER BY MANUFACTURI MEN AND YOU'LL FIND THIS IS METALWORKIN MOST POWERF SELLING TOOL

SHIP

NG

G'S

UL

If you sell to metalworking, ask your customers to tell you which business publications they find most useful in their work—then advertise there. Twenty-five companies conducted such surveys on their own during the last 10 years—and American Machinist/Metalworking Manufacturing was consistently the winner . . . hands down!

Reason? AM/MM is the technical publication of metalworking—and metalworking is a highly technical industry.

AM/MM concentrates on how-to articles, case histories and *working* information on the often highly complex methods and procedures involved in manufacturing things from metal more efficiently, more profitably. In short, it's a 26-times-a-year work book. If metalworking is your market, it will work for you.

For up-to-date facts and figures on metalworking, ask your AM/MM *district manager for a copy of the 1960 Market Guide for Sales Executives.*

In metalworking—men who matter read...

American Machinist / ***Metalworking Manufacturing***

A McGraw-Hill Publication, 330 West 42nd Street, New York 36, N. Y.

ABP

ABC

Hoover Ads Use Candid Photos of Real People

NORTH CANTON, O., Sept. 12—Hoover Co. will promote its electric home cleaners this fall in ads illustrated with candid photos of Americans in action in their homes.

The series will begin with spreads in the Sept. 22 *Life* and the October *Better Homes & Gardens.*

The headline in the opening spread will read, "The right cleaner for homes with people in 'em," and will show children at play in a living room.

The right cleaners for homes with people in 'em
If your home is for living in, look at all the ways Hoover can help you do it beautifully
Hoover

REAL LIFE—*This initial spread showing children playing in (and messing up) a house will launch Hoover's fall drive in Life and Better Homes & Gardens.*

■ "Graphics lean heavily on showing life as it is actually lived," according to W. C. Jones, Hoover's advertising manager. "Virtually all the people who appear in these ads are non-professionals. The photos were taken in typical midwestern homes by Archie Lieberman, well-known *Life-Look* photographer."

Most of the ads will concentrate on children and show the homes in a disorderly state as the result of being lived in.

"We believe the public will look twice at these ads, because of the sharp contrast from the 'unlived-in homes' usually encountered in appliance advertising," Mr. Jones said.

The initial spreads will be followed, in *Life*, by a page in the Oct. 13 issue and a split run of two pages Nov. 10 and a spread Dec. 1. The *BH&G* spread will be followed by a split run of two pages in November and a page in December.

Leo Burnett Co., Chicago, is the agency. ≠

Network TV Gross Time Billings

1960 vs. 1961

Source: TvB from Leading National Advertisers and Broadcast Advertisers Reports

	July			January-July		
	1960	1961	% Change	1960	1961	% Change
ABC	$12,529,660	$14,296,970	+14.1	$ 89,480,230	$108,933,010	+21.7
CBS	23,442,997	21,975,774	— 6.3	161,794,106	154,915,301	— 4.3
NBC	19,805,457	21,860,668	+10.4	140,797,855	158,125,877	+12.3
Total	$55,778,114	$58,133,412	+ 4.2	$392,072,191	$421,974,188	+ 7.6

MONTH BY MONTH—1961

	ABC	CBS	NBC	TOTAL
January	$15,898,310	$22,894,855	$23,031,118	$61,824,283
February	14,939,180	20,928,850	21,203,055	57,071,085
March	16,577,140	23,085,353	23,952,458	63,614,951
April	15,791,220	21,989,913	22,003,383	59,784,516
May	16,197,190	22,253,355	23,229,565	61,680,110
June*	15,233,000	21,787,201	22,845,630	59,865,831
July	14,296,970	21,975,774	21,860,668	58,133,412

Parts of the Day

	July			January-July		
	1960	1961	% Change	1960	1961	% Change
Daytime	$15,899,133	$17,664,213	+11.1	$116,240,090	$138,883,275	+19.5
Mon.-Fri.	13,399,647	15,036,131	+12.2	96,241,450	117,070,526	+21.6
Sat.-Sun.	2,499,486	2,628,082	+ 5.1	19,998,640	21,812,699	+ 9.1
Nighttime	39,878,981	40,469,199	+ 1.5	275,832,101	283,090,963	+ 2.6
Total	$55,778,114	$58,133,412	+ 4.2	$392,072,191	$421,974,188	+ 7.6

*Figures revised as of September 5, 1961.

OPPORTUNITIES

for fresh, alert creative people to join a forward-thinking staff

This east coast agency, not in New York, is noted for the alertness of its staff and the freshness of its creative thinking.

Its growth curve is pronounced.

Right now, it could use an unusually capable packaged goods copywriter who produces smart copy-with-guts that brings home the bacon.

There's a place too in our art department for a man whose touch is so fresh it stands right out among the best.

A TV writer-producer with wit, spark and depth of experience (but not afraid of handling routine) who can point to outstanding work he has done in transcription, film and tape would fit in.

If you are interested in any one of these three openings and can survive a demanding screening that will make very sure you have these qualifications—here's your chance to become an addition to a hard-hitting group that knows what it's doing and knows where it's going.

Our entire staff is acquainted with this advertisement. Write in confidence to . . .

President Box 910 Advertising Age

630 Third Ave., New York 17, N. Y.

OPPORTUNITIES

WALDO C. WALKER

CARMEL, N. Y., Sept. 12—Waldo C. Walker, 76, a former circulation director of the *New York Times*, died of a heart attack at his home here Sept. 1.

Mr. Walker, who transferred from the news department to the promotion department about 1930, served as circulation manager in the early 1930s. He later became manager of Times Hall, where the newspaper presented promotional and public service programs. In 1951, when Times Hall was rented to American Broadcasting Co. for a tv studio, Mr. Walker was named assistant to the promotion director of the *Times*. He retired in 1953.

GORDON STEELE

SYRACUSE, Sept. 12—Gordon Steele, art director of Doug Johnson Associates here, died in Memorial Hospital Sept. 7 after a long illness. Mr. Steele, 55, had won 38 awards for his paintings.

LOUIS GOLDING

BROOKLINE, MASS., Sept. 12—Louis Thorn Golding, 96, a former editor and publisher of the *News-Press*, St. Joseph, Mo., died at his home here yesterday.

Mr. Golding retired in 1927 after 24 years in that dual position. In association with others, he organized the News Corp. in 1903, consolidating the old *Daily News* and the old *Evening Press* into the *News-Press.*

RICHARD DALEY

ERIE, PA., Sept. 12—Richard Daley, 69, retired national advertising manager of the *Erie Daily Times*, died in St. Vincent Hospital Sept. 6. He had been a patient there since July 13.

Mr. Daley, a 1917 Notre Dame graduate, worked with the *Times* advertising department for about 35 years. He was the newspaper's first national advertising manager. He retired from the *Times* in 1959.

Chemical Group Sets Time-Saving Revamp of Publication Setup

NEW YORK, Sept. 12—The American Chemical Society has revised its format for *Industrial & Engineering Chemistry*, the move based on studies which showed that its readers have less time to devote to "general" reading than they used to have.

Beginning in 1962, *Industrial & Engineering Chemistry* will consist of a monthly of broad, general interest, plus three quarterlies, publishing only original papers, covering (1) process design and development, (2) product research and development, and (3) fundamentals.

Under a new subscription plan, a subscriber can get the monthly plus one of the quarterlies; he can get either or both of the other quarterlies at additional cost.

The quarterlies will carry no advertising. ≠

For Champions and Tyros

The professional, official journal of competitive shooting, published for the 450,000 members of the National Rifle Assn. of America.

The AMERICAN RIFLEMAN Magazine

SCOTT CIRCLE WASH. 6 D.C.

you need for your products to travel safely into the European markets. Your long-range assistance is, of course, indispensable - but what you need as much is to associate with local people who know how to fit your European advertising into your over-all international marketing pattern. You need local specialists to guide your product all along their way to the consumer, yet people who have through long cooperation with top international agencies acquired that world-wide thinking which makes them good partners in an international set-up.

In Germany, your partner is the Gabler Agency - a fully integrated organization staffed by international-minded advertising and marketing specialists who know their country and its people.

Gabler

Carl Gabler Werbegesellschaft mbH · München 2 · Tel. 557991 · Telex 0522714

Branch offices: Augsburg · Frankfurt · Hamburg · Nürnberg · Stuttgart

Mr. Wolfgang C. Gabler and two of his directors will be available at the Roosevelt Hotel, Madison Avenue at 45th Street, New York, from September 11 to September 25, where they would welcome any opportunity to talk business.

"...seems like everyone in San Fr
wants an Ad in The Examine

Whatever else
advertising the

BELIEVA

One of San Francisco's most successful retail merchandisers once said, "When I buy advertising the only figures I'm concerned with are those rung up on the cash register."

This being an ad for the San Francisco Examiner, you already have guessed that it is this newspaper that carries his advertising. It is also this newspaper (the Examiner) that carries the great bulk of practically all leading San Francisco merchants.

We think the local appraisal

E

ancisco
r"

is built into
results rest on

ABILITY

of the Examiner is the strongest reason any national advertiser can apply when evaluating the necessity of using the Examiner to sell the San Francisco market.

The local appraisal is based on the knowledge that the Examiner, because of its broader and more penetrating coverage of the news, its editorial integrity, its leadership in civic development and the believability of all that appears in its columns, is San Francisco's most influential advertising medium.

Examiner leadership is a reflection of Examiner influence

TOTAL ADVERTISING 22,733,664

(daily, Sunday Retail, National, Classified & Legal excluding This Week, American Weekly, Comics, Puck The Comic Weekly)

4,654,510 more lines than the Chronicle

TOTAL RETAIL 9,710,485

(excluding This Week, American Weekly, Comics, Puck The Comic Weekly)

1,637,028 more lines than the Chronicle

TOTAL DEPARTMENT STORES 4,178,151

(excluding This Week, American Weekly, Comics, Puck The Comic Weekly)

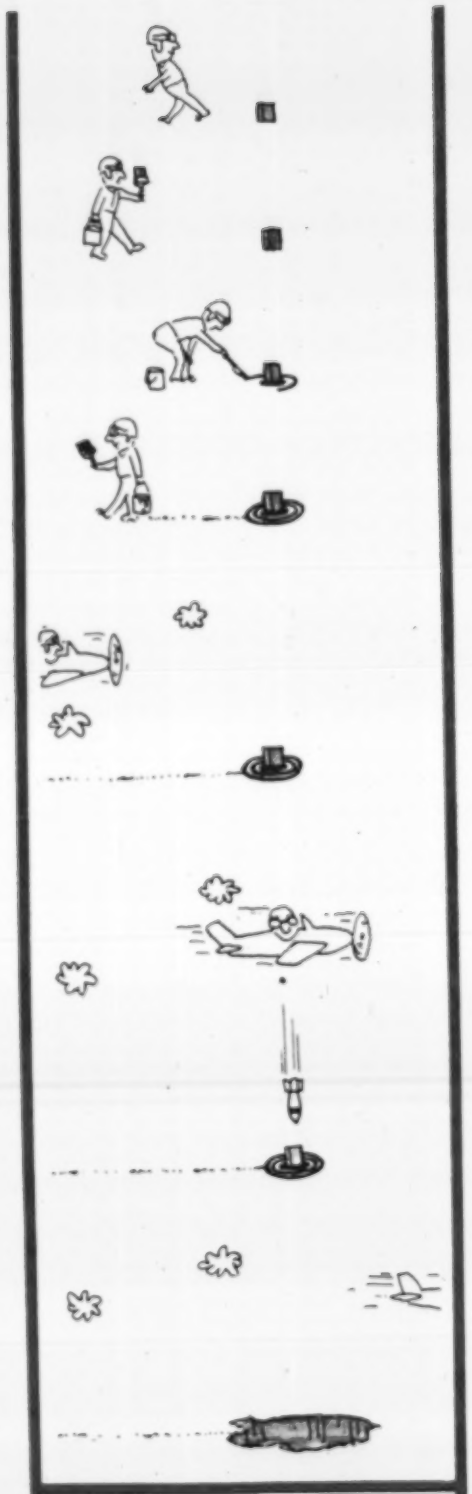
1,278,667 more lines than the Chronicle

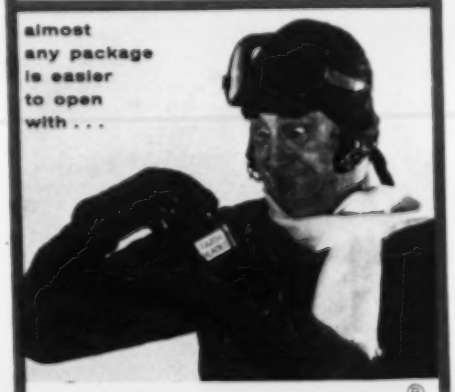
Figures from the First 8 Months of 1961

THE SAN FRANCISCO

EXAMINER

TELLS YOU MORE—SAYS IT BETTER!





ZIP-TAPE®

THE DOBECKMUN COMPANY
A Division of The Dow Chemical Company
CLEVELAND 1, OHIO • BERKELEY 10, CALIF.
Offices in most principal cities

Owned Stations Give Nets Big Profit: FCC

(Continued from Page 3)

income before taxes. Nearly one out of every three dollars made by a tv station was made by the big 15. Together they netted $61,600,000 (before taxes). Some 118 stations lost money during 1960. The rest of the non-network owned 515 in the tabulation—some 397—among them had a total income of $148,900,000 (before taxes).

The network-owned stations had an average net (before taxes) of about 42% from total revenues of $145,900,000 and expenses of $84,300,000. The other in-the-black stations had a net of approximately 23% from revenues of $627,900,000 and expenses of $479,000,000.

■ For those who don't remember, the network-owned stations in 1960 by networks, were: ABC—WABC-TV, New York; WBKB, Chicago; KGO-TV, San Francisco; KABC-TV, Hollywood; and WXYZ-TV, Detroit. CBS—WCBS-TV, New York; WBBM-TV, Chicago; KNXT, Los Angeles; WCAU-TV, Philadelphia; and KMOX-TV, St. Louis. NBC—WNBC-TV, New York; WRC-TV, Washington; WNBQ, Chicago; WRCV-TV, Philadelphia; and KRCA, Los Angeles.

Time Plus Talent Revenue

The second source of the networks' financial power was a combination of time and talent revenues. As of 1960, as the adding machines showed the story, talent-production became the most important side of the networks' split personalities. As distributors, ABC, CBS and NBC took in $236,500,000 net from advertisers for the sale of network time. But the other side of their business, the sale of talent and programs, was an even bigger revenue producer, accounting for $258,300,000. Further, this was the side of the video business that was showing tremendous growth, while time sales were moving at a less spectacular pace. The number of stations in the U.S. is pretty well set, and time increases are slight.

Most of television's inflation now comes in the show cost area, with the trend toward film and tape, talent demands and other considerations having forced prices steadily upward. At a time when most of their shows are coming off the Hollywood mass production lines, the networks' revenue from the sale of talent and programs has been zooming ahead at the rate of about $30,000,000 to $40,000,000 annually. The figure went from $187,000,000 in 1958 to $217,400,000 in 1959 to $258,300,000 in 1960.

Industry Reaction

Meanwhile the financial face of tv as it shaped up from these FCC charts and tables was evoking spirited reactions from advertisers and agencymen.

"So what business are they in?" was the opening comment of Lee Rich, senior vp and radio-tv boss at Benton & Bowles, when told that more than 50% of the networks' revenues now came from talent and programs. "After the quiz scandal, the FCC handed the networks a mandate to take over programming. When the networks were told they were responsible for programming, they interpreted this to mean control—and pretty soon control meant part ownership." He doubted they are taking losses even on the hour film shows that sometimes are sold as bargain buys with cut-rate minutes, since the owners—including the co-owning networks—can pick up money later when the show goes into syndication or foreign sale.

Other Madison Ave. observers with the sponsor's point of view suggested that here could be the answer to the FCC study group's protracted, rambling search for the controlling force in tv programming. The bargaining strength obviously, they insist, is on the side of the networks, and the advertisers and agencies now frequently find themselves powerless to determine time slots, to select fellow sponsors, or to curb rising costs on their favorite, long-running shows.

Networks' Point of View

Subject as they are to constant Washington scrutiny and to criticisms by competing media relating to the high cost of tv, network executives were not eager to talk for attribution about the meaning of these figures. Neither American Broadcasting Co. nor Columbia Broadcasting System would comment.

But this is how the more or less general network reaction could be summed up: The networks' owned stations are their financial bulwark; the sale of network time is still a more important consideration than the sale of network programming, and they would be lucky to break even on over-all network talent-program costs.

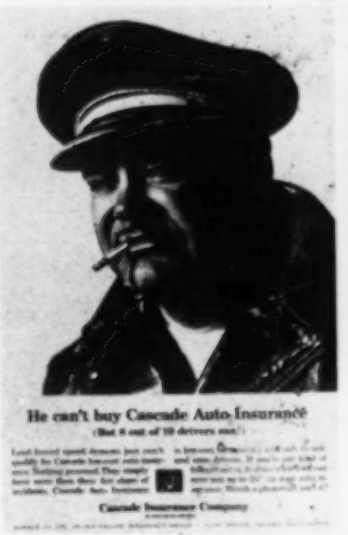
■ The network point of view was spelled out in more detail by a top National Broadcasting Co. executive. Robert L. Stone, vp and general manager of the NBC-TV network, said the FCC talent-programming figures reflect two major things: (1) A greater amount of programming is being sold through the networks than in the past, and (2) the rising program costs contrasted with the relatively stable time costs.

"The networks have taken on the programming obligation by going out and buying shows and placing them in time periods," he said. "Even when an advertiser likes a show and comes in with it, he frequently wants to be a co-sponsor. So the network becomes the purchaser, through MGM, 20th Century-Fox, or whoever, and resells the show to the original sponsor and tries to find a sponsor for the other half. There are fewer shows around that are owned outright by the sponsor, with the network figuring in the transaction only with a time sale."

The NBC executive said the swing to hour programs had forced the network to function more actively as a program supplier, assuming the financial obligations for more and more programs. This means, it was indicated, that more talent programming costs flow through the networks, as the advertiser buys less outside on his own.

■ The network official said the networks don't make money on programming, that their profit comes from the "thing we're in business for—to sell time." He said NBC would be happy just to break even on program-talent-production expenses, and that peripheral rights—syndication, merchandising, foreign sales, etc.—don't always mean a profit for the network as co-owner since it's the successful shows that do well in these areas just as they do in the first network runs.

The talent figures loom large on the FCC reports now, the NBC executive emphasized, because of the increase in programming expenses. Time charges, on the other hand, which jumped several years ago as rates went up and station lineups expanded, have now leveled off. #



PERSONA NON GRATA—*Cascade Insurance Co. is running a six-month test in Pacific Northwest newspapers and TV Guide featuring characters who cannot buy its insurance. Kraft, Smith & Ehrig is the agency.*

More Flexibility in Agency Pay Plans Is Urged by Rubel

CHICAGO, Sept. 12—"It is later than most agency executives think, in the inevitable time schedule for developing flexible compensation methods to augment the commission system," according to Ira Rubel.

Discussing agency fees in the August issue of "The Rubel Service," the agency management consultant said, "Every account that an agency handles ought to provide compensation approximately equal to the value of the services performed."

On that basis, he said, the question of what additional services an agency should perform in consideration of the 15% media commission can be answered with a generalization: "The agency should perform services for the media commissions that have a value approximately equal to the commissions received." Additional services would be compensated by fees.

■ "It doesn't matter, in my opinion," wrote Mr. Rubel, "whether the service fee covers the difference between the media commission and the total value of all services performed, or whether a single area of service is paid for separately."

The mechanics of the fee system, he said, are unimportant "compared to the need to understand the philosophy behind professional compensation, which is that personal services have a value that is related to the skill required, time involved and the results accomplished. #

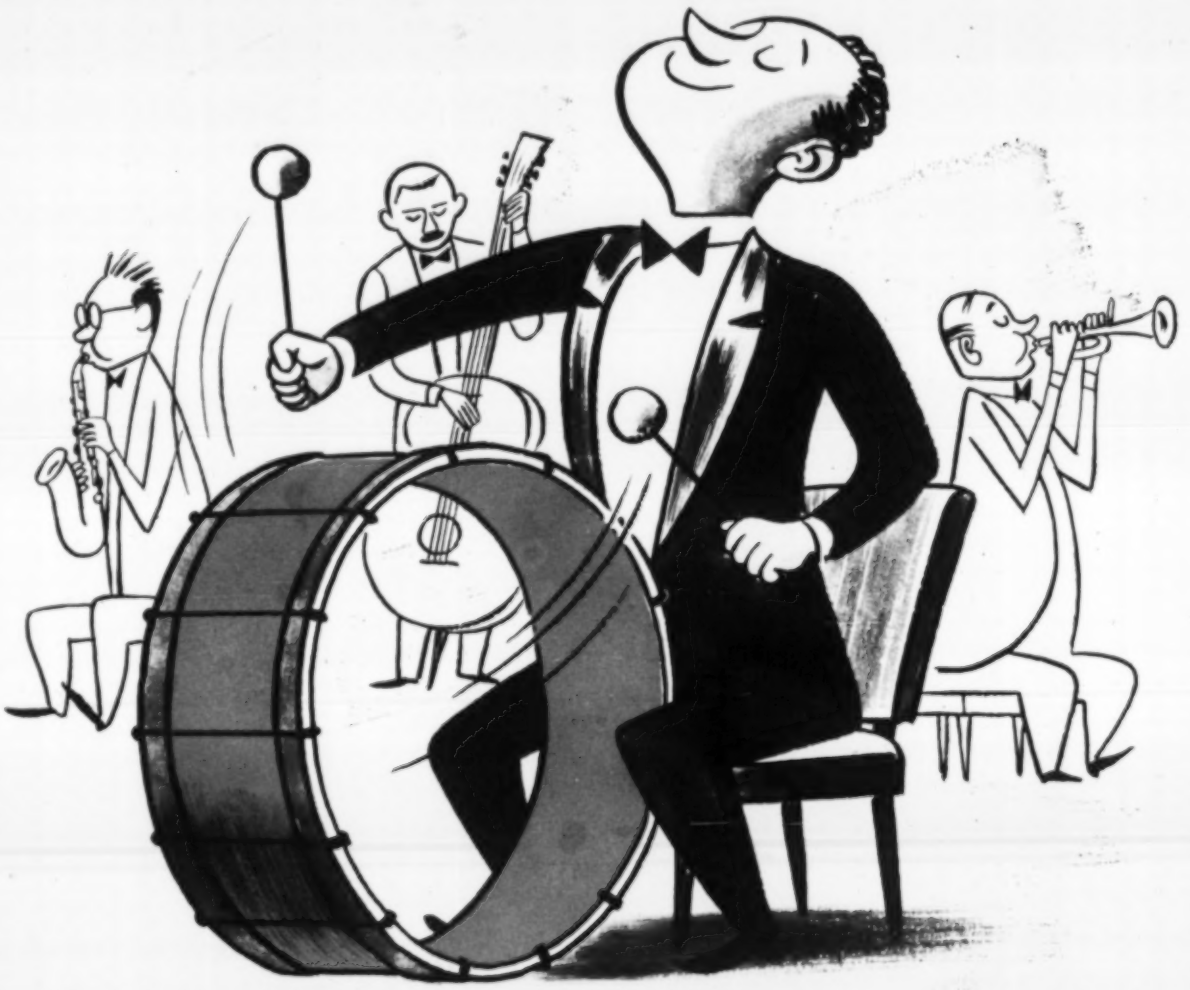
Ad Fried Adds Three Accounts; Appoints Sadler

Ad Fried & Associates, Oakland, Cal., has been named to handle advertising and public relations for the following California accounts: H. R. Denton Inc., Berkeley, manufacturer of garden and grocery tying bands; California City, Antelope Valley, planned model community; and Maatz Engineering Co., Piedmont.

Randall Frederic Sadler has been named to the art and copy staff of Ad Fried. Mr. Sadler was formerly with Murry Koblin, Detroit agency.

Kinnard Joins Mullen

Brooke Kinnard has joined Mullen & Associates, Minneapolis, as an account executive. Mr. Kinnard was formerly with John W. Forney Co.



SOMETHING MISSING . . .

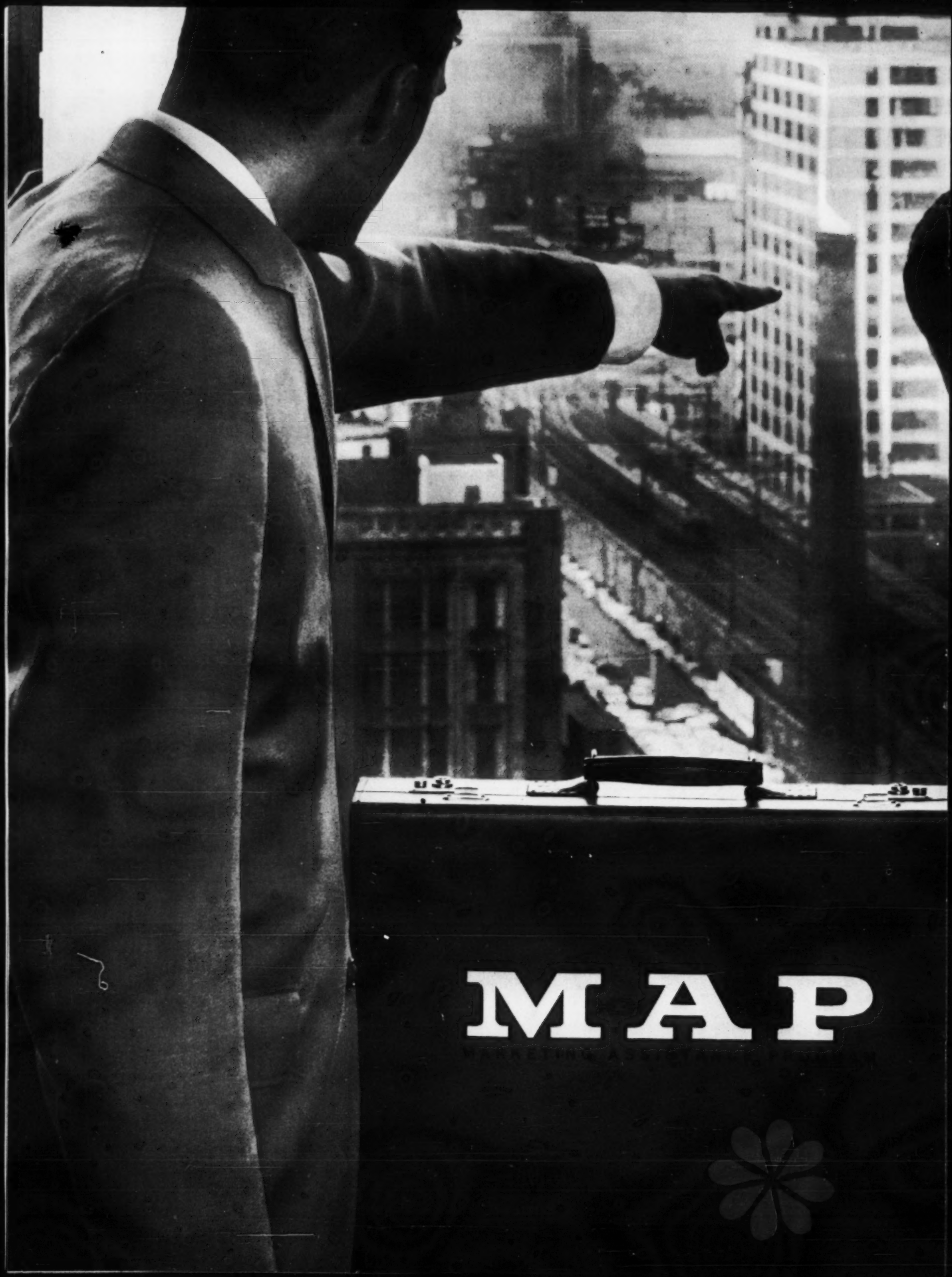
(like California without the Billion-Dollar Valley of the Bees). If you're beating the drum for your product in California don't overlook the great inland Valley with its prosperous 27 counties. They represent a disposable income of more than $4 billion — greater than any one of 25 individual states. You're not really selling California unless you're selling the Valley. To cover it in depth, you need its own favorite local newspapers, the three Bees. Check the special discount plans today.*

Data Source: Sales Management's 1961 Copyrighted Survey

McCLATCHY NEWSPAPERS

NATIONAL REPRESENTATIVES . . . O'MARA AND ORMSBEE

The Bees give national advertisers discounts on ❶ **bulk** ❷ **frequency;** or ❸ **standard pages.** Check O'Mara and Ormsbee for details.

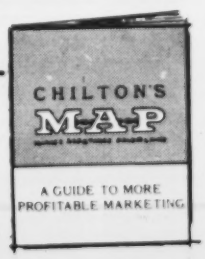

MAP

Here's help in finding new prospects

You can uncover new prospects. Right now. We've helped advertisers do it. Each of our 20 business magazines has its own Marketing Assistance Program . . . ready to help you find new business fast. We know the buyers of your type of product. Who they are. Where they are. When they buy. How much they buy. What it takes to sell them. We have to know . . . to keep our editorial and circulation programs on target. You can use this market data two ways: Put M-A-P to work sharpening your selling efforts; put advertising to work in result-getting Chilton business magazines.

CHILTON'S MARKETING ASSISTANCE PROGRAM

Be sure to get a free copy of this newly updated booklet describing the services offered by Chilton's Marketing Assistance Program. Write today on your business letterhead to: **CHILTON COMPANY Chestnut and 56th Streets, Philadelphia 39, Pa.**



Chocolate Scented Ads to Announce Swiss Miss Instant

SHEBOYGAN, WIS., Sept. 12—Chocolate scented ink, postcards from Switzerland and native-costumed young ladies are all part of the campaign to introduce Swiss Miss Instant Hot Chocolate, made by Sanna Dairies. The new product's flower-bordered, chocolate-colored packaging, with an "Old World" motif, was designed by Sanna's agency, Jacobson Advertising.

Chocolate-colored 1,000-line newspaper ads are scheduled in test market areas, and many papers have agreed to use a special chocolate-scented ink for added impact. Ads will include a 10¢ off coupon for any size package.

Direct mail from Switzerland has been sent to test market buyers and food brokers, including teaser postcards to the homes of personnel. The hand written message, "I am on my way to America," was signed, "Swiss Miss." To help assure domestic tranquility of married buyers, a sample package of the new cocoa followed soon.

■ Young ladies in traditional Swiss costumes are demonstrating Swiss Miss at market tests in Wisconsin, Montana, Chicago, Seattle, Phoenix, St. Louis, and New Jersey. An introductory point of purchase display features a large hot chocolate pot, which will be offered in a premium promotion early next year.

Swiss Miss has been used in one-cup size individual packages on several airlines for more than four years, but never distributed on the consumer market. Full national distribution is planned to be effective within two years. ≡

Bond Joins Drury, Lacy

Carl T. Bond has been appointed marketing consultant of Drury, Lacy, Ferguson, Ann Arbor, Mich. Mr. Bond was formerly director of marketing services of Industrial Tectonics, Ann Arbor, and member of the technology staff of University of Michigan's institute of science and technology, Willow Run.

Premium Group Elects Dunham

The Premium Advertising Assn. of America, New York, has elected William P. Dunham chief executive officer, a new fulltime post. Mr. Dunham, vp and director of PAAA, was formerly group product manager of General Foods. He replaces Gordon C. Bowen, president of Premium Service Co., Teterboro, N. J., who has held the association's presidency for eight years and who will complete his term as chairman of the board.

Sunbeam Markets New Shaver

Sunbeam Corp., Chicago, has introduced a new electric shaver with a built-in light to illuminate whiskers in "hard-to-see face and neck areas." The suggested retail price of the shaver is $22.75. No national advertising is planned for the new shaver this year but it will be promoted in local co-op advertising by Sunbeam dealers. Foote, Cone & Belding, Chicago, will handle the new product.

Gensler-Lee in Diamond Drive

A series of 13 ads prepared by Budd Rosenberg Advertising, San Francisco, will appear between now and Christmas in 26 California newspapers to promote the Gensler-Lee jewelry and diamond store chain. The 546-line ads will explain why "diamonds are valuable" and will appear in San Francisco newspapers, as well as in newspapers in each of the 25 areas where Gensler-Lee has retail diamond and jewelry stores.

Grand Union Boosts Two

Grand Union Co., East Paterson, N. J., has promoted May Cerone from ad manager of the route division to the new title of director of advertising of Performance Incentives Corp., Stop & Save Trading Stamp Corp., and Grand Union Laundercenters. At the same time, Grand Union has promoted Alice Davidson, formerly assistant ad manager of Stop & Save, to ad manager of Stop & Save.

Schwartz Adds Curley Co.

Michael Schwartz Associates, Philadelphia, has been named to handle advertising and public relations for Curley Co., Camden, N.J., manufacturer of Swish Dish detergent, Soft 'n Lovely shampoo and custom label household specialty products. The former agency of record is Philip Klein Advertising Agency, Philadelphia.

Rhodes Joins KTVU

Chester Rhodes, former tv director of Guild, Bascom & Bonfigli, has been named pr director of KTVU, San Francisco. He succeeds Don Arlett, who resigned to reestablish his own pr company.

NOW BACON'S CLIPS NEWSPAPERS offers expanded coverage!

All the daily newspapers covering the nation's manufacturing and marketing areas. Now you can get accurate coverage of **both NEWSPAPERS and MAGAZINES** with **one** bureau — BACON'S, the national standard for reliable clipping service.

Send for MARKET AREA MAP

Full details on BACON'S expanded coverage. Lists **every** magazine and newspaper we read. Map shows market areas covered by newspapers on our list. Send today for free copy.

BACON'S CLIPPING BUREAU
14 E. Jackson • Chicago 4
WA 2-8419

Air Express: Why is it anchor man in America's missile race?

Anchor man on a relay team is the fellow who clinches victory with a final burst of speed.

That literally describes the role of AIR EXPRESS on America's missile team.

Our future as a nation may rest on the success of this all-star team, and AIR EXPRESS is proud to be a member. But not really surprised.

In the air, shipments bearing the familiar red, white and blue AIR EXPRESS label are first on, first off, first there—via all 35 scheduled airlines.

Griffiths Lines to Sackheim

Griffiths Lines, operator of a freight service from Seattle to southeastern Alaska, scheduled to begin this month, has appointed Ben Sackheim Inc., Seattle, to handle its advertising. Initial advertising will use daily papers in Sitka and Ketchikan, Alaska. Later promotion will include newspapers and marine publications in Seattle and Portland.

Reed, Miller Adds Branch

Reed, Miller & Murphy Advertising, San Diego, has established a branch office at 1311 Lani Kai Dr., Concord, Cal., and plans to open another office in Oakland early next year. The Concord office will be managed by partner Peter D. Murphy and will help service the agency's Southern California accounts, which bill about $1,000,000.

Ora-Jel Expands

Advertising for Ora-Jel, a toothache product made by Commerce Drug Co., Brooklyn, has been expanded to include 11 magazines, four Sunday supplements and more than 400 newspapers. Kenneth Rader Co., New York, is the agency.

Sanders to Chirurg & Cairns

Sanders Associates, Nashua, N.H., electronics manufacturer, has moved its advertising account from Chambers, Wiswell, Shattuck, Clifford & McMillan, Boston, to Chirurg & Cairns, Boston.

Turner Names Gerald Verbel

Gerald Verbel, formerly copy chief and creative supervisor with Riedl & Freede, Clifton, N.J., has been named to the new title of creative director of Douglas Turner Inc., Newark.

Coca-Cola Boosts Boland

Edmund V. Boland has been named director of advertising and sales promotion of Coca-Cola Bottling Co. of Chicago. Mr. Boland was formerly director of sales promotion.

Bundy Names George Place

George Place, formerly of the retail advertising department of the *Milwaukee Sentinel*, has been named account executive with Bundy & Associates, Milwaukee agency.

Middleton Boosts Robbins

Middleton Inc., Dallas, outdoor advertising company, has promoted Riley Robbins, account executive, to general sales manager.

Watson-Guptill Moves

Watson-Guptill Publications, publisher of *American Artist*, has moved to new quarters at 11 Fourth Ave., New York.

Juvenile Integrity starts in the Home

EYES ON DAD—*The Father's Day Council, New York, is making this poster available to retailers for next May 24-June 17 in sizes ranging from a 2" sticker to a 34x44" poster.*

Chrysler Sets Post-Announcement Hi-Fi Ad in Dailies

DETROIT, Sept. 13—Chrysler division will follow up its 1962 model announcement with a hi-fi color ad in 13 newspapers the week of Oct. 16. The ad is planned as an extra push for Chrysler dealers in key markets, and the division believes the ad will get better exposure by coming two weeks after the Sept. 29 mass announcement.

Thus, Chrysler becomes the second U.S. automobile company to go to hi-fi color in newspapers. Studebaker will use it for its general announcement in a larger list of dailies (AA, Aug. 21).

■ Chrysler is placing the hi-fi color, through Young & Rubicam, in the *New York Journal American* and *World-Telegram & Sun, Newark News, Long Island Press, Baltimore Sun, Boston Herald-Traveler, Philadelphia Bulletin, Washington Post & Times-Herald, Pittsburgh Press, Detroit News, Chicago Tribune, Los Angeles Times* and *San Francisco Chronicle*.

Chrysler also is making the ad available to dealers and dealer groups to run on their own, with the company furnishing the printed stock. #

On the ground, they're whisked door-to-door by a special fleet of 13,000 trucks, many radio-dispatched. And throughout the U. S. and Canada, each AIR EXPRESS shipment gets kid-glove handling. Armed guard protection — an AIR EXPRESS exclusive—is available, too.

These unique advantages aren't restricted to missile programmers, either. Any business—large or small—can enjoy them in full and at amazingly low cost. Just one phone call to your local AIR EXPRESS office arranges everything, door-to-door.

Why not make that call today and discover why modern business men find that it pays in so many ways to think fast . . . think AIR EXPRESS first?

AIR EXPRESS

CALL AIR EXPRESS DIVISION OF R E A EXPRESS • GETS THERE FIRST VIA U. S. SCHEDULED AIRLINES

the new Commodore!

Ask about the handsomely decorated and magnificent new Windsor Ballroom and smaller suites for all your functions, large or small.

Heart- of-New York Location!

Between U.N. and Theatre Districts; minutes from the Coliseum, Madison Square Garden, shops, night spots. All transportation at door. Close to Rail and Air Terminals; right at Grand Central, near Eastside Airlines Terminal.

Easy to reach by Car!

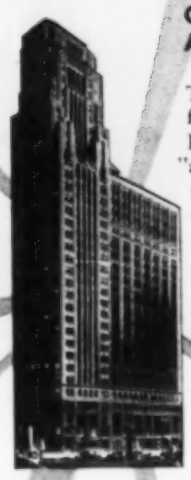
Private Motor Entrance . . . uncongested, traffic-free.

2000 Modern Rooms and Suites!

All outside with private bath

FOR RESERVATIONS, WIRE, WRITE OR CALL:

HOTEL Commodore
42nd St. at Lexington Ave.,
New York 17, N. Y. MU 6-6000



OFFICE SPACE AVAILABLE

The most distinctive address for your Chicago headquarters. Located in the heart of "advertising row," convenient to and for suppliers to the advertising field.

333 north michigan avenue building

- *outside daylight in all offices*
- *year 'round air conditioning*
- *fast, ample automatic elevators*
- *excellent service*

WIRTZ, HAYNIE & EHRAT, INC., *Managing Agents*
Phone: RA 6-8333 (Area Code 312)

Ex-New Yorker Finds Phoenix Is Haven From 'Stuffed Shirts'

PHOENIX, Sept. 12—"Big ad agencies are stuffed with expendables at the expense of the advertiser!"

The man making this statement is Rufus A. Bastian, former art director of Gimbel Bros., New York.

"When I left New York in 1955 for Phoenix," said Mr. Bastian, "after 11 exciting years collaborating with Bernice Fitz-Gibbon, I was sick of hearing stuffed shirts saying, 'The people aren't ready for it' . . . Nuts," grinned Mr. Bastian, "the people are always ready for it . . . It's the stuffed shirts who aren't!"

■ Mr. Bastian maintains a commercial studio in his heart-of-the-city Phoenix home. Overlooking a sun-drenched, flowering garden, he sits in his air conditioned studio, handling a number of Phoenix accounts. "I abhor the risk of growing large at the risk of surrounding myself with mediocrity," he said, so he deliberately keeps his account list small. Mr. Bastian doesn't limit his work to department stores, though he handles one of the larger shopping centers in the area: Park Central.

FAMILY SCENE—*Rufus Bastian, seated before the drawing board, relaxes for a few minutes with his wife, Viola, and two children, Rufus and Lorna.*

The former teacher at the Chicago Art Institute, where he taught advanced life drawing, covers the gamut of local commercial art, from home builders, to drug stores, to retail shops and appliance centers.

Mr. Bastian is most proud of his famous Gimbel ad headlined: "No bossy, but no bossy has finer manure than Gimbel's." "Sure, we got a few complaints and mostly, for some darn reason," Mr. Bastian shook his head, "from Brooklyn . . . but look at the millions in New York who were stopped, read the ad, laughed and, equally as important, bought. That's the essence of my philosophy, if you want to call it that," the artist continued: "art that sells."

■ Mr. Bastian, whose letterhead carries the two sides of a $50 gold piece, still maintains his contacts with creative work coming out of New York and retains his membership in the New York Art Directors Club. "I'm still convinced, though," he says, "that advertising could do with fewer keys to executive washrooms."

Married to his former secretary, Viola Folk, Mr. Bastian has two children, a son, Rufus Jr., 17, and a daughter, Lorna Blythe, 13. Apparently neither of the children has inherited their father's talents: Son Rufus is a quarter-back at school while daughter Lorna is an already-active little-theater actress. #

POINT OF DECISION

...AND YOU ARE THERE with Junior Poster Panels

Point-Of-Decision is just one step away from point-of-purchase when you use Junior Outdoor Poster Panels to clinch sales with market-bound consumers. Junior Panels . . . with showings tailored to your markets, your products, and your retailers . . . **finish** the job started by other media. For national promotions or local market saturation, advertisers in every field rely on low-cost Junior Poster Panels to put them a step ahead of competition at the point-of-sale.

Junior Panel showings are available in major cities and towns. Customized showings for special advertising requirements can also be delivered. For full information, write:

JUNIOR PANEL OUTDOOR ADVERTISING ASSN.
8600 East 77th Street • Kansas City 38, Mo.

OUTDOOR REPRESENTATIVES CO.
527 Lexington Avenue • New York 17, N. Y.

NBP Abandons Conferences; Launches New Seminar Series

National Business Publications has initiated a new program of one-day, single-subject seminars to replace the regional conferences previously held mainly in Chicago and New York, with every-other-year appearances in Los Angeles and San Francisco. However, the annual spring meeting will be continued, but with a "change of pace and emphasis."

The program will begin with seminars on sales in Cleveland Oct. 30 and New York Nov. 10.

Lea & Perrins Names Rumrill

Lea & Perrins, Fair Lawn, N.J., manufacturer of Worcestershire sauce, has named the New York office of Rumrill Co. to handle its advertising. The account followed Donald Brant from his own company, Croat & Brant. Mr. Brant recently also brought in Charles Gulden Inc., Saddle Brook, N.J., manufacturer of mustard.

"Now, Gods, Stand Up for Bastards!"

King Lear, Act I, Scene 2.

Some observations on the decline of the slogan. Some reasons therefor. And some pertinent conclusions.

The Slogan, indeed, has fallen on evil days. Time was when no reputable advertiser would venture into print (which was all we had then!) without some small embroidery of words.

Or are you too young to remember?

Of course some are still around, retained it seems by sentiment, superstition or lethargy. Are we then to bid farewell to the Slogan? Perhaps. Or perhaps not. It seems to us that there will always be a place in advertising for Selling Themes compressed into few words. Not merely to remind or cajole, but to SELL.

"Poof! there goes perspiration" is one of ours that launched an unknown deodorant into star billing. Those words worked hard.

"The mattress that orthopedic surgeons and sleepy people agree on" speaks a world of comfort for Sealy Mattress. The summation of a whole campaign.

"Like having a banker in the family." What more do we need to say about the personalized attention given customers in the Family Banking Center at the Continental Illinois National Bank?

"Who? What? Where?" for Reuben H. Donnelley's Yellow Pages has created a secondary slogan. "That was a 'Who' Question" that most everyone in Chicago could repeat.

"Top Two for the Money" for the Chicago Daily News and the Chicago Sun-Times spearheaded a combination-rate campaign for the two papers that is showing a pay-off in linage.

The projectional phrase is still potent. Don't give it too much dominance, we say, but don't dismiss it. Don't set out to produce a slogan, but to forge a watertight selling idea.

* * * * *

Maybe this is the place to admit that *we* know that Edmund's speech from Lear is not really a slogan. But it's not as tired as so many other quotations from Shakespeare, and that's part of our purpose too—to use words freshly.

As a title, it has served its purpose, because look! you're already down to here.

EARLE LUDGIN & COMPANY

CHICAGO • *ADVERTISING*

SERVING THESE CLIENTS: CHICAGO DAILY NEWS • CHICAGO SUN-TIMES • CONTINENTAL ILLINOIS NATIONAL BANK AND TRUST COMPANY OF CHICAGO • EUREKA VACUUM CLEANERS AND POLISHERS INTERNATIONAL FURNITURE • KARPEN FURNITURE • JEWEL FOOD STORES • McLAUGHLIN'S MANOR HOUSE COFFEE • THE RATH PACKING COMPANY • THE REUBEN H. DONNELLEY CORPORATION (YELLOW PAGES) • SEALY, INC. • SWIFT & COMPANY • UNION TANK CAR COMPANIES

AD JOBS WITHOUT RANSOM

Advertising people are reputed to be highly creative . . . the super salesmen of our society. But, when it comes to selling the most important commodity of their careers, *themselves*, thousands hand this task to non-creative agents . . . and pay $200 to $2,000 to get a job! The result: every week, hundreds of plush job openings go directly to these agents where they are literally held for ransom.

The only way to reverse an illogical precedent is to set a new one. A unique service has been established for ad men and women who still believe they can sell themselves to management without costly outside aid.

This new national service offers you the opportunity to present a 160 word, self-sell message to over 3,000 key ad executives and personnel managers in every phase of advertising. *The total cost is only ten dollars!*

Place your self-sell, resume-ad in *Strictly Ad Personnel* . . . the ad employment publication printed and distributed twice monthly *by and for creative people*. Send your resume-ad (up to 160 words) and $10 check or money order at once to:

STRICTLY AD PERSONNEL
60 East 42nd Street New York 17, N.Y. YU 6-6947
The Nation's Clearing House for Advertising Personnel
(Blind box number & mail forwarded at no extra charge)

SPECIAL GUARANTEE OFFER: (expires October 16) Response to your ad guaranteed, or we'll re-run it until it pulls.

Minow-Collins Symposium Published by Northwestern

Northwestern University Press, Evanston, Ill., is publishing the complete transcript of the recent "Symposium of Freedom & Responsibility in Broadcasting" held at the university. The book, titled "Freedom & Responsibility in Broadcasting," will be published Nov. 24, and will sell for $5.

The book includes the major speeches or papers delivered in the public and private sessions by Newton N. Minow, FCC chairman; LeRoy Collins, president of NAB; Fairfax M. Cone, chairman of the executive committee of Foote, Cone & Belding; and many other participants.

Cotton Weekly Changes Name

Cotton Trade Journal, Memphis, Tenn., international weekly newspaper of the cotton industry, has changed its name to the *Cotton Trade Journal & Agricultural Reporter*. A planned expansion of editorial coverage will highlight developments in other major Cotton Belt products such as soybeans, tobacco, corn, and livestock.

UNITED FUND—*The Linen Supply Assn. of America, Chicago, is supplying this truck poster supporting the United Fund to its participating linen suppliers, who buy and place the posters on trucks at their own expense.*

Ad Leaders' Essays in New Book Honor James Webb Young

CHICAGO, Sept. 12—"The Promise of Advertising," a collection of essays by leaders in the advertising industry, has been published by Richard D. Irwin Inc., Homewood, Ill. Published in honor of James Webb Young, advertising sage, the book is edited by C. H. Sandage, head of the department of advertising of the University of Illinois college of journalism. Price is $5.50.

The first chapter, "A Footnote to History," is by Mr. Young himself and includes his proposals made during World War I for the organization of propaganda designed to destroy German morale.

Other chapters cover such subjects as the Advertising Council, the responsibilities of advertisers and agencies to police themselves, the Madison Ave. image, buyers' behavior, and advertising in the "affluent society."

■ Writers in addition to Mr. Young are Harold B. Thomas, a founder and former director of the Advertising Council; Theodore S. Repplier, president of the Advertising Council; Charles H. Kellstadt, board chairman of Sears, Roebuck & Co.; Norman H. Strouse, president of J. Walter Thompson Co.; Burleigh B. Gardner, executive director of Social Research; Donald R. Longman, president-elect of American Marketing Assn.; Martin Mayer, author of "Madison Avenue, U.S.A."

Marion Harper Jr., president of Interpublic; Mr. Sandage; Roy Larsen, executive committee chairman of Time Inc.; Howard Morgens, president of Procter & Gamble Co.; Charles G. Mortimer, chairman of General Foods Corp.; and Sherwood Dodge, vp and director of marketing, toilet articles division, Colgate-Palmolive Co. Foreword is by Paul G. Hoffman, former board chairman, Studebaker Corp.

Royalties from the book and all income to the publisher above his costs will accrue to a fund for education in advertising, which was established in Mr. Young's name at the University of Illinois. #

Norman Gittleson Opens New Business

Norman Gittleson has set up a new company, Broadcast House Enterprises, with offices at 45 Market St., Manchester, N. H. The company will offer a franchise service for a sales and advertising promotion technique called "Number's Up." Already tested in Nebraska, the promotion has been sold to nearly 20 stations.

Mr. Gittleson formerly managed KLMS, Lincoln, Neb., and WMUR-TV, Manchester. Director of sales for Broadcast House will be Rodney Barker, previously with Heinz Corp.

IN LOS ANGELES, TAKE THE abc TRAIN

Getting bigger in a hurry. That's Los Angeles. And in this expanding market, only television can effectively reach everybody. Today, all eyes in Southern California are on ABC's Flagship in the West. Growing with the community. That's KABC-TV.

GO FIRST CLASS ON...
7 KABC-TV
Owned and Operated by American Broadcasting-Paramount Theatres, Inc.
Represented by ABC-TV National Station Sales, Inc.

ONE to 400

Statistically, there's one Fairchild reporter for every 400 subscribers. That's a lot. Actually, every reporter works for every subscriber. That's even better. It assures readers of

FAIRCHILD
BUSINESS NEWSPAPERS

the most complete business information in the world. It also makes Fairchild the largest business newspaper organization in the world.

This depth of coverage creates loyal readers, too. Among men and women you think of as prime buying influences, most say they can't afford not to read the Fairchild publication that serves their field of business.

THE BIG DIFFERENCE IS NEWS

WOMEN'S WEAR DAILY • DAILY NEWS RECORD • HOME FURNISHINGS DAILY • FOOTWEAR NEWS • SUPERMARKET NEWS • ELECTRONIC NEWS • METALWORKING NEWS • DRUG NEWS WEEKLY • MEN'S WEAR MAGAZINE

FAIRCHILD PUBLICATIONS, INC., 7 EAST 12 ST., NEW YORK CITY

BEST SELLER!

The current issue of LIVING carried more pages of advertising than any September issue in the history of the magazine...topping the entire home magazine field. Over 200 stores including every major market signed up for tie-in promotions. And all signs point to this being the largest selling issue of LIVING ever on the newsstands. Here's solid evidence of the surging importance of young families and LIVING as the way to reach them.

LIVING For Young Homemakers • *"The Time of Purchase Magazine"* • 575 Madison Avenue, New York 22, N. Y.

DUCKY DOSAGE—*Mr. Stobie treats a duck with one of his client's products. His results sometimes help the client in developing new products.*

Versatile Adman ... James Stobie

A rabbitry, two saddle horses, chickens and ducks, and a vegetable garden on a four acre farm at Chesterfield, Mo., provide an excellent "change of pace" for adman James Stobie, partner in Frank Block Associates, St. Louis.

"When I plant corn, ride horseback, or feed and care for the rabbits, I can completely forget deadlines or agency problems," Jim says. "Besides, I like animals."

There are always about 25 white New Zealand rabbits and 15 chinchillas housed in eight separate cages in a converted machinery shed (in spite of the constant turnover of the product). The white New Zealands are sold for meat, as pets, and to laboratory buyers for research purposes. The chinchillas are sold for meat and as pets. Mr. Stobie started to build his rabbit market four years ago after he started advertising, using signs on the farm at a highway intersection. Since then word-of-mouth advertising of satisfied customers continues to broaden his rabbit market. The Stobies also use the rabbits for their own table.

■ Jim and his wife, Renna Glenn Stobie, and their four children live on the farm. Eleven-year-old Lois is in charge of feeding and watering the ducks and horses. Nine-year-old Tom is responsible for feeding and watering the rabbits and gathering eggs from about two dozen Hy Line laying hens. Bobby, five, is a pinch-hitter for feeding and watering when needed. David is just two years old.

HUSKER—*Mr. Stobie took his vacation during corn picking time and shucked a family freezerful.*

Except when he is out of town on agency business, Mr. Stobie takes a hand himself in feeding and watering the rabbits. He often rises at 6:30 a.m. for a horseback ride with the youngsters before he drives the 20 miles to the office in midtown St. Louis.

■ As account executive on the Dr. L. D. LeGear Co. animal health products account, Mr. Stobie finds his hobby ties in perfectly. "Because I raise animals myself, I have a practical knowledge of various health remedies, and this helps me with the client," he said. "I also have the advantage of being able to take any sick animal to the Dr. LeGear laboratories for a diagnosis."

The agency recently acquired the Wisconsin Alumni Research Foundation account which markets Warfarin, a rodent killer. Mr. Stobie uses that product to free his farm from rats and gain first-hand knowledge of what the product will do.

■ The Stobies rarely take a vacation of more than two or three days at a time, and they spend evenings and weekends at home. "When we do go out we not only have to get a baby sitter, but a rabbit sitter as well," Jim says.

A member of his church board, Mr. Stobie teaches a Sunday night class of 25 youngsters and is PTA president.

Mr. Stobie started out in agency market research 13 years ago. He has been with the Block agency for ten years. Before joining Block he was with Gardner Advertising Co. #

RABBIT HABIT—*Two of the Stobies' rabbits take a breather on top of one of the eight cages in their rabbitry at Chesterfield, Mo. Tom and Lois help Mr. Stobie feed and water the rabbits.*

SADDLER—*Mr. Stobie saddles one of the horses for an early morning ride before leaving for the office.*

ON THE JOB—*H. Franklin Seeland, president of Dr. LeGear Co. (left), checks over layout for 1962 LeGear advertising in farm papers with Mr. Stobie.*

WPIX Promotes New 'Dick Tracy Show'

WPIX, New York, ran more than 1,000 tv spots over a four-week period to promote the "Dick Tracy Show" of animated cartoons, produced by UPA Pictures Inc., which started on WPIX on Sept. 7. The New York tv station also used subway car cards, subway platform poster sheets, "on air" promotions on every children's show on WPIX between 3:30 p.m. and 7 p.m., and large space ads in *TV Guide* and the *New York Daily News*.

The new half-hour show, which is seen between 5 p.m. and 5:30 p.m. on Mondays through Fridays, is headed up by Joe Bolton, New York tv actor.

Canada Group Elects Wallace

John Wallace, of Wallace Publishing Co., Montreal, has been elected president of the Business Newspapers Assn. of Canada. Elected vps were A. H. Strock, Stovel-Advocate Publications, Winnipeg; A. W. Dancey, National Business Publications, Gardenvale; and L. R. Kingsland, Age Publications, Toronto. J. L. Craig, MacLean-Hunter Publishing Co., Toronto, was elected treasurer.

Wander Joins WMGM

Arthur J. Wander, formerly with WAKR and WAKR-TV, Akron, has been named assistant to Arthur M. Tolchin, exec vp and director of WMGM, New York.

Pappas Joins Wyatt

Alex G. Pappas has joined Jack Wyatt Co., Dallas, as account service director. Mr. Pappas formerly was a vp of Erwin Wasey, Ruthrauff & Ryan in charge of the agency's Dallas office. The agency also has added a new account—Electro-Science Investors Inc., Dallas.

Canadian Farm Press Elects

J. S. Kyle, *Country Guide*, has been elected president of the Agricultural Press Assn. of Canada. Other officers include J. L. Davis, *Le Bulletin Des Agriculteurs*, and H. F. Weld, *Farmer's Advocate*, vps, and G. J. McGoey, *Country Guide*, honorary secretary.

Brad-Vern Plans Library

Brad-Vern's Reports, Woolford, Md., will open a business paper research library this fall. It will contain at least two years' back issues of the more than 800 publications on which the company reports; market studies made by business papers, financial files on 10,000 companies, and microfilming and copying equipment.

RCA Names McCollister

Edwin S. McCollister has been appointed division vp-marketing, electronic data processing, Radio Corp. of America, Cherry Hill, N. J. He formerly was director of marketing of the Univac division of Sperry Rand Corp.

Henderson Buys Ayer & Gillett

Henderson Advertising Agency, Greenville, S. C., has acquired a majority stock interest in Ayer & Gillett, Charlotte, N. C. Under the new organization structure, Lewis N. Ayer, president of Ayer & Gillett, will become board chairman, and James M. Henderson will become the new president.

Kinney Joins State Journal

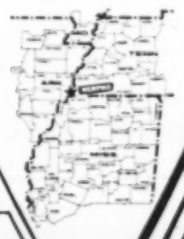
The Illinois State Medical Society, Chicago, has appointed John A. Kinney advertising manager of the *Illinois Medical Journal* and assistant director of society publications. He formerly was assistant to the publisher of *Hospital Topics* and *O.R. Nursing*, Chicago.

Buy

MEMPHIS

for the biggest slice of the Mid-South Market

Where newspaper coverage Matches the Natural distribution area



1960 Retail Sales $2,096,582,000

Nation's 13th largest newspaper market

To Buy Memphis market ---buy Memphis newspapers

write for complete market data

THE COMMERCIAL APPEAL • MEMPHIS PRESS-SCIMITAR

MEMPHIS, TENNESSEE

Scripps-Howard Newspapers

HOW UNCLE FLETCHER BECAME A HERO...

(AND SO CAN YOU)

MASONITE *shows the way!*

HANDY MAN—*Masonite Corp. will feature Uncle Fletcher, a new cartoon character, in this page ad in a Sept. 29 regional edition of Life, which covers a Michigan test area.*

GE TV Set Ads Play Up Low Service Needs

Campaign Features Survey Showing GE Sets Need Less Service Than Others

SYRACUSE, Sept. 12—A report from a New York tv service company showing General Electric television sets have a smaller proportion of factory failures than the receivers of any other make is the core of General Electric Co.'s fall campaign.

The drive, pointing up the findings of Planet Electronics Corp., Long Island, which handles service contracts for "New York's major retail outlets including its major department stores," was launched last week with ads in *Life* and various metropolitan newspapers.

■ The GE campaign is using the theme, "General Electric tv is more reliable than other leading brands." A small booklet containing Planet Electronics' findings as compiled by Audits & Surveys Co., New York, is featured.

The report says that within the 90-day period following installation, General Electric tv receivers needed 20% less service than the brand which ranked second, and that the average service requirements of brand other than GE were 60% more than GE.

This study covered only the so-called "factory fault" service calls, which are those which require the removal of the back of the set to replace or repair parts.

Merchandising and local advertising aids are being offered to dealers in support of the campaign. Young & Rubicam, New York, is the agency for GE's tv division. #

FREE LIGHT

with every sign

'Codit" Reflective Liquid makes your highway "tacker" signs sell day *and* night—without the cost of light! Reflective sign surface bounces back light borrowed from oncoming cars. Brilliant. Impressive. You reach 50% more motorists than with daytime-only signs—and at much less cost per reader.

WRITE FOR FOLDER AND FREE DEMONSTRATION SAMPLE

CODIT® BRAND REFLECTIVE LIQUID

Minnesota Mining & Manufacturing Co. 3M

Dept. RCW, St. Paul 6, Minn.

Dailies Boost Klusmeier

William H. Klusmeier, circulation director of the *Rockford Morning Star* and *Register-Republic* since 1957, has been named business manager of the newspapers. He has been associated with Rockford Newspapers Inc. for 20 years. William F. Reinold, city circulation manager, has been promoted to circulation manager, succeeding Mr. Klusmeier.

Houston Dailies Raise Price

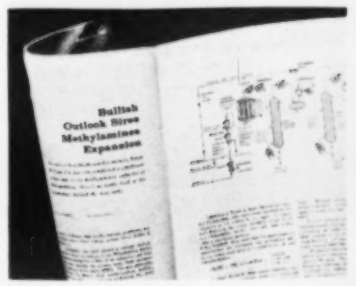
The *Houston Post* has raised its newsstand price from 5¢ to 10¢ daily, and its subscription price from $1.95 to $2.25 monthly, effective Sept. 1. The *Houston Chronicle* boosted its newsstand rate to 10¢ daily on Aug. 1, and its subscription from $1.75 to $2. The *Houston Press* remains at 5¢ daily on newsstands.

Pittsburgh Plate Boosts Newton

W. F. Newton has been appointed to the new position of director of market planning of the merchandising division of Pittsburgh Plate Glass Co., Pittsburgh. Mr. Newton was formerly director of sales of the company's chemical division.

Murry Joins Whitney

George T. Murry Jr., formerly copy director of Wilson Advertising Agency, Tulsa, has joined Whitney Advertising Agency, Tulsa, as an account executive.



McGraw-Hill publications reach your most important customers and prospects in these major markets:

AEROSPACE
Aviation Week and Space Technology

ARCHITECTURE
Western Architect & Engineer

APPLIANCE-RADIO-TV
Electrical Merchandising Week

ATOMIC ENERGY
Nucleonics

BUSINESS MANAGEMENT
Business Week

COAL MINING
Coal Age

CHEMICAL PROCESS INDUSTRIES
Chemical Engineering
Chemical Week

CONSTRUCTION
Construction Methods & Equipment
Engineering News-Record

DISTRIBUTION-INDUSTRIAL
Industrial Distribution

ELECTRICAL CONSTRUCTION AND MAINTENANCE
Electrical Construction & Maintenance

ELECTRICAL GOODS
Electrical Wholesaling

ELECTRICAL UTILITIES
Electrical World
Power
Electrical West

ELECTRONICS
Electronics

INSTRUMENTATION AND CONTROL
Control Engineering

MANUFACTURING PLANT OPERATION
Factory

METAL & NONMETALLIC MINING
Engineering and Mining Journal
E&MJ Metal & Mineral Markets

METALWORKING
American Machinist/Metalworking Manufacturing

OFFICE TRAINING
Today's Secretary
Business Education World

PETROLEUM
National Petroleum News

POWER
Power
Electrical World
Electrical West

PRODUCT DESIGN
Product Engineering

PURCHASING-INDUSTRIAL AND BUSINESS
Purchasing Week

TEXTILES
Textile World

TRUCK AND BUS FLEETS
Fleet Owner

OVERSEAS PUBLICATIONS
International Management (English, Spanish and Portuguese Editions)
Automobile International
Ingenieria Internacional Construccion
Metalworking Production (Great Britain)

August 21, 1961

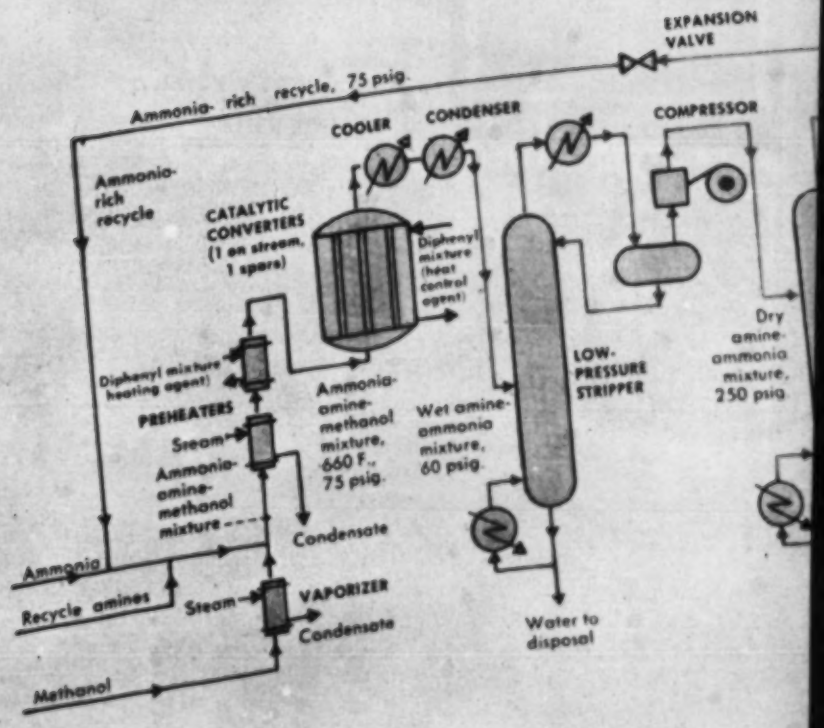
Bullish Outlook Sires Methylamines Expansion

Prompted by a bright market picture, Rohm & Haas Co. has just completed a significant expansion of its methylamines capacity at Philadelphia. Here's an inside look at the technology behind the new unit.

N. P. CHOPEY, *Assistant Editor*

Latest evidence that methylamines producers are bullish about their future comes from Rohm & Haas Co.

Company has just placed a second methylamines plant on stream at its Philadelphia works, supplementing the output of an adjacent unit that has been making the amines since their commercial infancy in the early 1930's. The new plant con-



Capacities of Rohm & Haas' Bristol and original Phila... have been reported in the literature... Company isn't disc... new Phil... vides a s...

▶ In a N... manufactur... monia, which react directly ... trimethylamine.

$$CH_3OH + NH_3 \longrightarrow H_2O + \begin{cases} (CH_3)NH_2 \\ (CH_3)_2NH \\ (CH_3)_3N \end{cases}$$

...reacts ammonia and ... amines. Mixt... changers in se... diphenyl oxide...

Product... enters a lo... around 60... leaves as l... overhead d...

CHEMICAL ENGINEERING *August 21, 1961*

No matter what you sell to business and industry, keep your sales story in front of the key men who specify and buy through consistent advertising in the McGraw-Hill publications covering your major markets.

McGraw-Hill
PUBLICATIONS

McGRAW-HILL PUBLISHING COMPANY, INC., 330 WEST 42nd STREET, NEW YORK 36, N. Y.

More than one million key men in business and industry pay to read McGraw-Hill publications.

11 Stations Join TvB of Canada, Nine Transfer

Eleven stations have joined the Television Bureau of Advertising of Canada, Toronto. They are CKVR-TV, Barrie, CFPL-TV, London, and CFCL-TV, Timmins, Ont.; CJAY-TV, Winnipeg; CKCK-TV, Regina, CHAB-TV, Moose Jaw; CFQC-TV, Saskatoon and CKBI-TV, Prince Albert, Sask.; CJON-TV, St. John's, Nfld.; CHBC-TV, Kelowna, B. C.; and CJLH-TV, Lethbridge, Alta.

The following stations, which had been members of the TvB in the U.S., have automatically transferred to the Canadian bureau: CHCT-TV and CFCN-TV, Calgary, and CFRN-TV, Edmonton, Alta.; CKCW-TV, Moncton, N.B.; CFCM-TV, Quebec City and CKTM-TV, Trois Rivier, Que.; CFCF-TV, Montreal; CJOH-TV, Ottawa; and CFTO-TV, Toronto.

COMPLICATED AD PLACEMENT—*In one of the most complicated efforts by an advertiser to reach an audience, Armand-Richards, Hackensack, N.J., agency, placed this poster on the road leading from the airport to Las Vegas to reach weary executives homeward bound from the West Coast Electronics Show in San Francisco and stopping off at Las Vegas for a little relaxation. To clinch the message, the agency's staff was waiting in Las Vegas to greet the executives.*

When You
Think About
THE SYRACUSE MARKET
Think
About
All of it!

Think of America's best test city—plus a score of sizable, prosperous cities like Auburn, Cortland, Ithaca, Oneida and Oswego. Think of 15 counties embracing one-third of the total area of New York State —with a population of 1,501,500 and buying power of more than $3 billion annually!

There's a single, effective and economical way to sell ALL of it! The Syracuse Newspapers deliver 100% home coverage of Syracuse and Onondaga County; effective circulation in the 14 surrounding counties.

No Other Combination of Media in the Area Will Do a Comparable Job at a Comparable Cost.

FULL COLOR AVAILABLE — DAILY AND SUNDAY

Represented Nationally by MOLONEY, REGAN & SCHMITT

the SYRACUSE NEWSPAPERS

HERALD-JOURNAL & HERALD-AMERICAN
Evening Sunday

THE POST-STANDARD
Morning & Sunday

CIRCULATION: Combined Daily 230,814 Sunday Herald-American 202,467 Sunday Post-Standard 102,966

Coming Conventions

(Listed Alphabetically)

*Indicates first listing in this column.

Advertising Federation of America, regional conferences: 10th district, Tulsa Mayo Hotel, Tulsa, Sept. 22-24; 7th district, Jackson, Miss., Oct. 8-10; 3rd district, Jack Tar Hotel, Durham, N.C., Oct. 19-21; 2nd district, Hotel Hershey, Hershey, Pa., Nov. 10-12; 8th district, Hotel St. Paul, St. Paul, Minn., Nov. 24-25.

Advertising Research Foundation, seventh annual conference, Hotel Commodore, New York, Oct. 3.

Agency Management Seminar, sponsored by Advertising Age, La Salle Hotel, Chicago, Oct. 30-31.

Agricultural Publishers Assn., annual meeting, Chicago Athletic Assn., Oct. 16-17.

American Assn. of Advertising Agencies, central region meeting, Ambassador West Hotel, Chicago, Oct. 12-13; western region meeting, Hotel del Coronado, Coronado, California, Oct. 15-18, eastern region meeting, Biltmore Hotel, New York, Nov. 15-16.

American Management Assn., workshop seminar on package design and merchandising, Hotel Astor, New York, Oct. 2-4.

American Women in Radio and Television, national convention, Sheraton-Chicago Hotel, May 3-6, 1962.

Associated Business Publications, fall conference, Drake Hotel, Chicago, Oct. 18.

Assn. of National Advertisers, new products workshop, Waldorf Astoria, New York, Sept. 28.

Assn. of National Advertisers, annual meeting, The Homestead, Hot Springs, Virginia, Nov. 2-4.

Audit Bureau of Circulations, annual meeting, Drake Hotel, Chicago, Oct. 19-20.

Broadcasters' Promotion Assn., annual convention, Waldorf-Astoria Hotel, New York, Nov. 6-8.

Direct Mail Advertising Assn., 44th annual convention, Statler-Hilton Hotel, New York, Oct. 10-13.

Financial Public Relations Assn., 16th annual convention, American Hotel, Bal Harbour, Fla., Nov. 26-30.

Industrial Advertising Research Institute, second annual research forums, Plaza Hotel, New York, Oct. 18, and Sheraton-Blackstone Hotel, Chicago, Oct. 25.

International Advertising Assn., fourth international conference, Madrid, Sept. 20-22.

Junior Panel Outdoor Advertising Assn., 11th annual convention, Sheraton Hotel, Chicago, Oct. 12-13.

Magazine Publishers Assn., fifth annual fall conference, Hotel Commodore, New York, Sept. 18-19.

Mutual Advertising Agency Network, management meeting, Palmer House, Chicago, Oct. 26-28.

National Assn. of Broadcasters, regional conferences: Jefferson Hotel, St. Louis, Oct. 13; Sheraton-Dallas Hotel, Dallas, Oct. 16; Hotel Utah, Salt Lake City, Oct. 18; Sheraton Palace, San Francisco, Oct. 20; Somerset Hotel, Boston, Nov. 10; Pittsburgh-Hilton Hotel, Pittsburgh, Nov. 13; Leamington Hotel, Minneapolis, Nov. 15; Robert Meyer Hotel, Jacksonville, Nov. 20.

National Assn. of Educational Broadcasters, annual convention, Willard Hotel, Washington, D. C., Oct. 23-26.

National Editorial Assn., annual fall meeting, Pick-Congress Hotel, Chicago, Oct. 12-14.

National Federation of Advertising Agencies, central states group, Lake Tower Motel, Chicago, Sept. 28-Oct. 1; eastern states group, Statler-Hilton Hotel, Washington, Oct. 7-8.

***National Newspaper Promotion Assn.**, midwest regional meeting, Jack Tar Hotel, Lansing, Mich., Oct. 21-24; 10th annual western regional workshop, Winthrop Hotel, Tacoma, Wash., Oct. 1-4; southern regional workshop, Claridge Hotel, Memphis, Oct. 11-14.

New England Newspaper Advertising Executives Assn., annual meeting, Parker House, Boston, Oct. 2-3.

Outdoor Advertising Assn. of America, annual meeting, Diplomat Hotel, Hollywood-By-The-Sea, Fla., Oct. 22-27.

Point-of-Purchase Advertising Institute, 15th annual symposium and exhibit, McCormick Place, Chicago, Nov. 7-9.

Printing Industry of America, diamond jubilee convention, Pittsburgh Hilton Hotel, Pittsburgh, Oct. 9-14.

Radio Bureau of Advertising, management conferences: The Cloister, Sea Island, Ga., Sept. 18-19; Marriott Motor Hotel, Dallas, Sept. 21-22; O'Hare Inn, Des Plaines, Ill., Sept. 28-29; The Town House, Omaha, Oct. 5-6; Rickey's Studio Inn, Palo Alto, Cal., Oct. 9-10; Detroit, Oct. 12-13.

Southern Newspaper Publishers Assn., 58th annual convention, Boca Raton Hotel, Boca Raton, Fla., Nov. 13-15.

Television Bureau of Advertising, annual meeting, Statler-Hilton Hotel, Detroit, Nov. 15-17.

Practice makes profit

Our readers practice what we preach. They get more pleasure out of life because they learn so much from our pages. They get more pleasure out of music—to get specific—because we widen their musical horizons. They seek new ideas in music as they do in every area. And they do more, buy more*, spread the word to their friends and neighbors. That's why we call them People on the Grow. And that's why House Beautiful is first in its field by far in music advertising pages, in music editorial, in readers who are music minded. (First in *total* ad pages, too.) To sell People on the Grow, play your tune in the pages of House Beautiful.

House Beautiful... 1st with People on the Grow

572 MADISON AVENUE, NEW YORK 22, N.Y.

*OUR NEWEST STUDY OF THE HOUSE BEAUTIFUL MUSIC MARKET HAS JUST BEEN PUBLISHED. FOR YOUR COPY, WRITE TODAY TO DEPT. A

The Voice of the Advertiser

This department is a reader's forum. Letters are welcome.

Volkswagen Finds Comparison Ads Fine Service for Itself

To the Editor: We were interested and amused by Creative Man's column of Aug. 14 analyzing a recent Simca ad which was based on a comparison with Volkswagen.

My impression was that he approved of this particular piece of advertising. This seems to me somewhat at variance with his department's feelings about accuracy and honest representation, for the following reasons:

Simca does have 40 sq. in. more of effective braking area than Volkswagen. However, the copy goes on to point out that this is much more than you will ever need. If you will never need it, why pay for it? Simca says, "It's nice to know they're there anyway." What for—decoration?

The Volkswagen is criticized by Simca for its six-volt electrical system. The Simca has a 12-volt system. Now, a 12-volt system is a fine idea for the heavily accessorized, high-compression American engine; but a 12-volt battery of equivalent value costs several dollars more than a six-volt battery; and putting a 12-volt battery on the Volkswagen would be roughly equivalent to adding a pair of tail fins for prestige.

Creative Man's column shows that misrepresentation can deceive even the practiced eye. He says that the Simca claims to offer "full instrumentation" against "none." Actually, Simca just says that we lack "full" instrumentation. The Volkswagen offers only slightly fewer instruments than Simca; and one of the Simca instruments is a water temperature gauge. (Our engine, as you know, is aircooled.) Simcas also have a gas gauge, and here we are on their side—the Volkswagen *should* have a gas gauge. In fact, as of 1962 models, it does.

Another perfect example of "Not-A does not necessarily equal B" is contained in his statement that Simca offers "a permanent oil filter against the absence of one" in the Volkswagen. We'll sell you an oil filter, and you'll be able to run twice as far between changes. It will take you about three years to save enough oil to pay for one filter. The engine will run about as well either way.

He tells us that the Simca has a unit body against a "pieced-together" one. I don't know what Simca means by "unit body," but I do know that I and a mechanic friend once removed the body from a Volkswagen, and I assure you that it is a complete welded steel unit with no bolts in its construction. Bolts are used in the car in two main areas, attaching the fenders and attaching the body to the chassis. The body-to-chassis fitting is so satisfactory that I have piloted a standard Volkswagen sedan (equipped with a propeller) over the surface of a 30-foot-deep quarry. Handled very nicely, too. The bolt-on fenders are far from being a disadvantage. Here welding would add nothing at all to the structural strength of the body, but it would raise all hell with the cost of replacing any one of the four fenders.

Simca does indeed have greater lengths and greater weight than VW. We at Volkswagen tend to think of this as a disadvantage. However, if you want more weight in your VW, we will be happy to sell you a series of 100-lb. sandbags, which will give you a graduated weight increase. We would also be happy (for a small charge) to formulate false noses and tin bustles to increase the length of the car. Since the Volkswagen already carries as many people and as much luggage as comfortably as the Simca, these modifications would seem a trifle superfluous as standard equipment.

A fine example of misleading comparison is "50 h.p. against 40." Simca also says that it weighs roughly 400-lbs. more than the Volkswagen. Oddly enough, the increase in horsepower exactly balances in proportion the increase in weight. Since, under normal conditions, this weight-to-power ratio governs the performance of a car rather precisely, Volkswagen and Simca come out exactly even on a realistic performance comparison. The only difference is that it is necessary to stress an engine more heavily to get a 25% horsepower increase out of it. This leads to greater maintenance problems and shorter life.

To wind up, let me point out that the "yes-no" type of chart is one of the most deceptive forms of product comparison in the world. At Volkswagen we tend to avoid this type of comparison. We feel that it is dishonest. We feel that it would use our advertising money to stimulate interest in our competitors. Most of all, we don't need it. We are selling just fine in New England, thanks—if you want to put in a firm order today, we will deliver some time in early November.

Incidentally, we are having a small award made up which we intend to present to Renault, Peugeot, Hillman, Rambler and now Simca. We feel that it is simple, tasteful and to the point. The inscription reads "For services above and beyond the call of duty to the cause of Volkswagen sales."

We welcome more claimants.

John C. Dowd,
Advertising Manager, Hansen-MacPhee Engineering Co., Bedford, Mass.

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To the Editor:
Comparisons are odious, this I know,

And it makes me suspicious of Mister Peugeot.

If your car is so good, I may ask

Why do you always take your competition to task?

A product rises or falls on its own merit,

This will hold true regardless of how you slur it.

Oliver J. Taylor Jr.,
Bristol, Tenn.

• • •

Positive Effects of AA Workshop Stay with Him

To the Editor: There have been several occasions during the past weeks when I found my thinking directly stimulated by something I heard at the recent AA Summer Workshop.

In fact, I'm sure that the positive effects of these sessions will carry over for many months. That's why I'm writing now to say, "thank you" for the many excellent "faculty members."

This was my first Workshop but I am looking forward to attending many more.

Morton Zieve,
Simons-Michelson Co., Detroit.

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He Thinks Editorial Should Be Sent to Congressmen

To the Editor: Re: The lead editorial Sept. 4 ["Let FTC Demonstrate the Need—If It Can"].

In spite of its inescapable logic and eloquent plea for ordinary good sense, your excellent editorial of above date is likely to pass "unnoticed in the night" unless some organized effort is made to bring it to the attention of the "Capitol Influentials."

Does the Advertising Council, the ANA, or some such august body, arrange to clip and mail copies to all senators and representatives? Do you? Does anybody? Or are we talking to ourselves in a phone booth?

Having labored in the vineyards of proprietary medicines practically all of my business career, your highly pragmatic appraisal of the latest vote-getting gambit of some of the less honorable "rascals" restores my tired blood. I'll be glad to help personally to see that clips are gotten to the right (?) or *all* congressmen in a hurry if you need it. How about it?

Gene McMasters,
Westport, Conn.

• • •

Public Needs Education on Increased C.O.D. Costs

To the Editor: In the past two months, mail order advertisers have been hit by increased C.O.D. and postal money order fees. Thus, a 5 oz., $1 book, purchased C.O.D. costs the consumer $1.69. Heavier or more expensive items draw correspondingly higher charges. Obviously, many mail order customers will be frustrated, and advertisers stuck with costly C.O.D. refusals. In the case cited above, a C.O.D. refusal costs the sender 58¢ *for postage only*, to say nothing of wasted advertising expense, handling, etc.

May I suggest that magazines and newspapers carrying mail order advertising perform a valuable service by publicizing the facts?

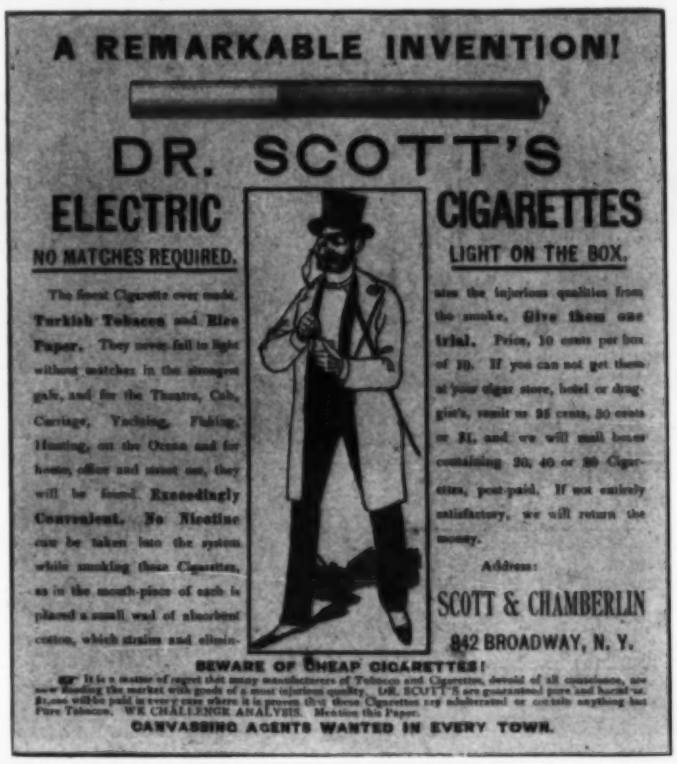
Dr. Scott Was Ahead of Time with Electric Cigarets

To the Editor: I thought your readers might be interested in the reproduction of the enclosed advertisement, which seems to prove that there is "nothing new under the sun."

I understand that a tobacco firm is going to produce a similar cigaret in the near future, and will feature it as a new and revolutionary product never before heard of.

Evidently Dr. Scott did dream this up way back in the 1890s, when this advertisement appeared. (Note the price, 10¢ per box of 10.)

Arthur Weinman,
Weinman Bros., Chicago.


A REMARKABLE INVENTION!
DR. SCOTT'S
ELECTRIC
NO MATCHES REQUIRED.
CIGARETTES
LIGHT ON THE BOX.
The finest Cigarette ever made. Turkish Tobacco and Rice Paper. They never fail to light without matches in the strongest gale, and for the Theatre, Cab, Carriage, Yachting, Fishing, Hunting, on the Ocean and for home, office and street use, they will be found Exceedingly Convenient. No Nicotine can be taken into the system while smoking these Cigarettes, as in the mouth-piece of each is placed a small wad of absorbent cotton, which strains and eliminates the injurious qualities from the smoke. Give them one trial. Price, 10 cents per box of 10. If you can not get them at your cigar store, hotel or druggist's, remit us 25 cents, 50 cents or $1, and we will mail boxes containing 20, 40 or 80 Cigarettes, post-paid. If not entirely satisfactory, we will return the money.
Address:
SCOTT & CHAMBERLIN
842 BROADWAY, N. Y.
BEWARE OF CHEAP CIGARETTES!
CANVASSING AGENTS WANTED IN EVERY TOWN.

a

One Ad Leads To a Campaign in Farm & Power Equipment

because . . .

- Readers sell **MORE THAN 89%** of all Farm, Light Industrial Power Equipment and Allied Lines bought in the U. S.
- Grass-roots Editorial Policy aimed towards the solution of management, merchandising and marketing problems, builds reader interest and confidence.
- Reader inquiries generated from quality sources, **can** be sold if properly followed up.

Schedule an ad and see for yourself!

FARM & POWER EQUIPMENT
The Industry's Merchandising and Management Publication
2340 HAMPTON MISSION 7-3333 ST. LOUIS 10, MISSOURI

An Ideal Business Gift . . .
PRACTICAL and INEXPENSIVE!

as low as **50¢** EA. in quantity

LEATHER-LIKE
SOFT, HEAVY DUTY

VINYL PORTFOLIO

1001 Productive Uses! SALES MEETINGS • PREMIUMS
PRIZES • GIVE-AWAYS • CONVENTIONS • CUSTOMERS

Available in Black or Brown, size 16" x 10½". Electronically welded edges. Tuck-Tite clasp, secure closing and jiffy opening.
Terms 2%—10 Days, Net 30 (plus postage)
SAMPLE ORDER—1 DOZ. ... $8.40

Quantity prices, gold stamping of firm name or trademark, quoted on request.
SPECIALTY MFG. CO.
P.O. BOX 727 • DEPT. T
HAGERSTOWN, MARYLAND

Feature articles or editorial comment would help immeasurably; also, small notices scattered through the advertising pages. Suggested copy for such a notice follows:

ATTENTION: MAIL ORDER BUYERS

New postal charges increase the cost of any item purchased C.O.D. by almost $1. Avoid this expense by enclosing payment with your order. Send check, cash or money order. Remember, it pays to prepay!

Henrietta Rosenberg,
Plaza Products, New York.

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Advertiser's Nightmare

To the Editor: Attached is an example of what makes advertising people blink and wonder about publication makeup departments.

After appearing for many weeks in the gutter section of a tabloid farm newspaper, it finally made the grade to the outside column. Of course, it had to be the same column in which Uncle Sam made his plug.

Robert A. Dacey,
Dacey & Wright, Boulder, Colo.

• • •

'Inquirer' Is Morning, 'Bulletin' Evening Paper

To the Editor: We were pleased with your Sept. 4 report on the study of hard-to-interview persons in Philadelphia media surveys. Especially gratifying was your emphasis on the central point—the high economic status of such persons and the corresponding high level of morning newspaper readership, which go undetected in many surveys.

You must, consequently, understand our chagrin when you then stated: "The *Inquirer* is an evening paper, the *Bulletin* a morning paper."

Harry Hannum,
Research Manager, *Philadelphia Inquirer.*

Editor's Note: A grievous error on our part. Our apologies to the Inquirer, a morning paper, and to the Bulletin, an evening paper.

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Those 'Athaletes' Are A-OK

To the Editor: Who's to blame when a generally attractive tv "commercial," promoting enlistments in the U.S. Marine Corps, voices its beautifully illustrated opportunities to become an "athalete"?

Or am I, perhaps, for wondering whether our country's military services have somehow ceased providing to volunteers valuable educational opportunities as well—or whether some elaborately selected agency was "athaletic" enough to put a foot in its mouth? (Heard on NBC-TV's WNBQ at 12:10 p.m., Aug. 31.)

Harris K. Randall,
Business Communications, Chicago.

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Ad Improvement Group Seeks Admen's Assistance

To the Editor: Thank you for the boost you have given to our committee and its work in your Aug. 21 editorial.

We hope your readers will bear your suggestion in mind: "If you find some advertising in bad taste, and if you would like something done about it, write to the committee, at 420 Lexington Ave., New York 17."

If they do, we will be getting the assistance and cooperation of a key advertising group.

Richard L. Scheidker,
Secretary, ANA-AAAA Committee for Improvement of Advertising Content, New York.

Bowling Alley Drinking Ad Contradicts Ad Council Drive

To the Editor: How can the advertising business or the advertising man claim morality of any degree when it allows a client to force them to run a campaign like this?

What happens to all the safety crusades by the Ad Council, particularly the one which has stated or alluded to a situation as follows: "If you drink, don't drive . . . If you drive, don't drink."

Most bowling alleys are out on the highway, aren't they?

Richard M. Mason,
Richard Montgomery Mason Inc., Boston.

WHAT'S THE LARGEST MARKET BETWEEN SPOKANE AND MINNEAPOLIS?

The 21 counties in N Dakota and western Minnesota where over 3 out of 5 families read

THE FARGO FORUM

YOUR BEST BUY IS U. S. SAVINGS BONDS

from the Colorado Rockies

4½%

dividends, compounded twice yearly on insured savings

Great West's consistently higher dividends (never less than 4%. Currently paying 4½%) are based on 70 years of steady, sensible Western growth—not on a recently induced boom. Savings insured to $10,000 by F.S.L.I.C., a permanent agency of your Federal Government. Savings received by the 10th of the month earn from the 1st. Open your insured Great West Savings Account by mail today!

GREAT WEST SAVINGS
AND LOAN ASSOCIATION
ASSETS $22,000,000
P.O. Box 1050 BOULDER COLORADO

WHO Radio dominates Iowa audience for 24th consecutive year!

94 Other Stations Compete in America's 14th Radio Market

CONFIRMED again . . . and for the 24th consecutive year! WHO Radio leads all Iowa radio stations in audience ratings by a wide margin. But this is nothing new to those of you familiar with 50,000-Watt WHO Radio.

The new 93-County Area Pulse Survey (March, 1961) strongly confirms WHO's claim to superiority. The survey was conducted in 68% of all counties in which WHO has 10% or more NCS No. 2 penetration (93 of 137 counties). This area holds 75% of all radio families in WHO's rich "Iowa Plus" coverage area (647,000 of 865,350 families).

The survey gives WHO Radio a greater share of homes using radio in all quarter hours surveyed Monday through Friday, than any of the 94 other competing stations.

WHO Radio and the 865,350 homes it serves in "Iowa Plus"—*America's 14th largest radio market*—should be on every major radio-market list. Ask your PGW Colonel for complete results from the 24th consecutive survey of the Iowa radio audience.

Sources: Pulse (March, 1961), NCS No. 2.

WHO
for Iowa PLUS!
Des Moines . . . 50,000 Watts
NBC Affiliate
WHO Radio is part of Central Broadcasting Company, which also owns and operates WHO-TV, Des Moines; WOC and WOC-TV, Davenport
Peters, Griffin, Woodward, Inc., *National Representatives*

'Evening News' Names Two

Peter E. McGregor, formerly with the retail advertising department of the *Rochester Times-Union*, has been appointed advertising director of the *Evening News*, Newburgh, N. Y., a Gannett newspaper. He succeeds Ralph B. Flemming, who has been named manager of general advertising, a new post.

An imaginative few of the READING, VIEWING and LISTENING PUBLIC may try to interpret your copy or script to be

LIBEL, SLANDER, INVASION OF PRIVACY, VIOLATION OF COPYRIGHT, PIRACY or PLAGIARISM

Good timing suggests being ready for such events by having our Special EXCESS INSURANCE before the claim arises. It is adequate for its special purpose and reasonable in cost.
For details and rates, write

EMPLOYERS REINSURANCE CORPORATION
21 W. Tenth, Kansas City, Mo.
New York, 107 William St — Chicago, 175 W. Jackson — San Francisco, 100 Bush St.

ADELE SIMPSON INVITES YOU TO A TENDER LEAF TEA PARTY

TEA TIME—*Adele Simpson, fashion designer whose fall collection is tea-inspired, will join with Standard Brands for a Tender Leaf "Tea Party" promotion in the Sept. 15 Vogue. The opening page (left) and a spread from the six-page, two-color ad is shown here. Department stores will tie in with fashion tea parties and displays; supermarkets will tie in with displays only. Jane Trahey Associates, the Simpson agency, handled the ad; J. Walter Thompson Co. is Tender Leaf's agency.*

No Togetherness in Cigaret Choice, Researchers Find

PRINCETON, N. J., Sept. 12—What was marketing life like 15 years ago, and how does it compare to today?

Out of curiosity, and perhaps with a tinge of nostalgia, Opinion Research Corp. dug around in its files and dusted off some old studies. Here's what emerged:

The cigaret market has been a turbulent one, Opinion Research notes. Back in the days when Camel, Lucky Strike, Chesterfield, and Old Gold were the big brands, and before filter tips, couples could more easily get together on the same brand. Today, with such a vast array of brands and types to choose from, such as filters, menthols and king sizes, it's harder for husband and wife to agree.

Opinion Research noted that 15 years ago, brand leadership differed from urban to rural area. This is probably truer than ever today. For instance, the leading brand in cities over 1,000,000 population is not in the top five in rural areas, and the leading brand in rural areas is fifth in the cities. The leading type in the more "sophisticated" urban areas is the filter tip; in rural areas, it's a plain tip.

■ Back in "the good old days," as many women said they bought cigarets by the carton as by the pack on a national level. Urban women, however, now are found to purchase by the pack more frequently than by the carton.

In 1946, twice as many women as men wore wrist watches, juke boxes for home use were a potential rage and with three couples out of five, the husband and wife smoked the same brand of cigarets, the old studies showed.

Nowadays, new products with new prices have produced a more confused marketing atmosphere. The coming of age of the pin-lever watch has resulted in the emergence of the "second watch" as a big factor in the market. At the Retail Jewelers of America convention last month, jewelers predicted that the "second watch" will account for a big chunk of increased Christmas sales this season (AA, Aug. 14).

■ Fifteen years ago, 71% of watches were obtained as gifts, Opinion Research said. Today, about 66% or two out of three watches are gifts. The decline in gift buying means more people are buying watches for themselves—probably each is a "second watch"—and probably a pin-lever watch. Introduction of the low-price watch means that more young people are wearing wrist watches than in 1946.

A study prepared by Daniel Yankelovich Inc. points out that prospects for jewel watches are mixed. Income level and the favorable psychological attitude toward giving jeweled-lever watches as gifts, on the one hand, favor the quality watch. On the other hand, a distribution trend away from the jewelry store, plus the lower prices and more aggressive promotion tactics of pin-lever watchmakers, are working against the quality watch.

Beer buying represents another interesting alteration. In 1946, more than half of persons 18 or over in the U.S. were beer or ale drinkers. Today, only about half imbibe. Packaged beer was favored over draft beer three to one, and the most popular place to drink beer was at home.

In a study prepared for Conti-

NOTHING SELLS HOME FURNISHINGS LIKE A NEW HOME!

Move into a new home and BINGO . . . treasured belongings look old and shabby! The kitchen range has hot spots . . . the refrigerator is on the blink . . . the living room sofa is old fashioned and lumpy . . . and that favorite easy chair just *has* to go!

Big D, with 41% of its 290,649 occupied dwellings less than ten years old, is a favorable *climate* for selling home furnishings. And with Dallas' biggest home-building boom underway no time's like the present for promoting your wares in the *climate-right* Dallas News!

NOTHING SELLS BIG D LIKE THE NEWS!

The *climate's* the thing!

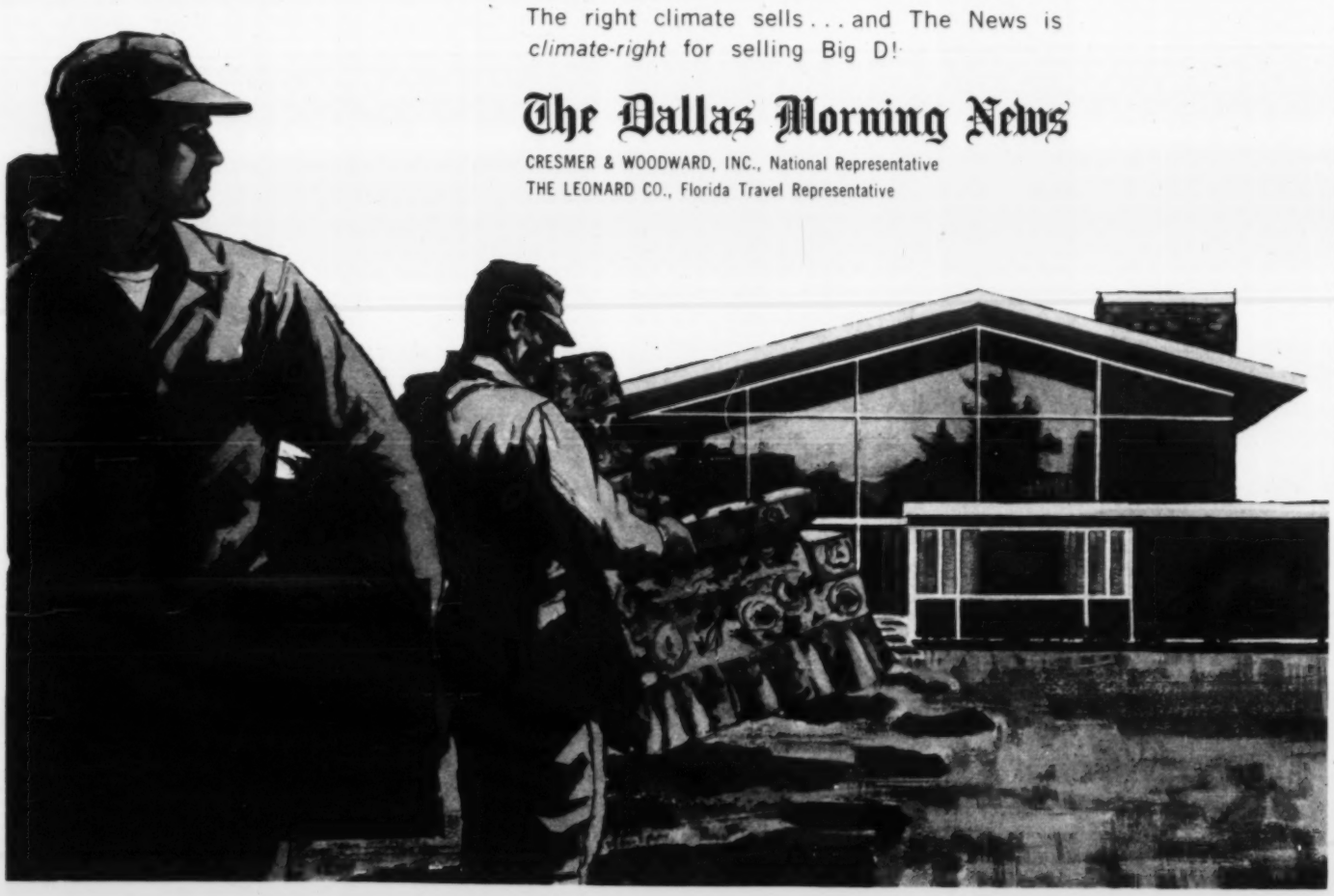
Even more than its vastly larger circulation, it's The News' favorable *climate* that sells! Like the word of a friend it adds the implication to advertising, "This is a value!" "This is good taste!" "This bargain is real!"

That's the reason The News carries 36% more real estate advertising than Dallas' other paper. National advertisers of home furnishings, furniture, equipment and supplies favor The News with a 29% larger share of their promotion.

The right climate sells . . . and The News is *climate-right* for selling Big D!

The Dallas Morning News

CRESMER & WOODWARD, INC., National Representative
THE LEONARD CO., Florida Travel Representative



FIRST MAJOR IMPROVEMENT IN FACIAL TISSUES IN 25 YEARS!

BECAUSE IT HAS 3 LAYERS NOT JUST 2
NEW VANITY FAIR FACIAL TISSUE IS 50% SOFTER, 50% STRONGER, 50% MORE ABSORBENT!

LANOLIZED—*Vanity Fair Paper Sales Corp., which distributes throughout the Northeast, is using this page ad in about a dozen newspapers in New England to introduce three-ply, lanolin-treated facial tissues. Its agency, Gardner Advertising, proposed the product improvement.*

nental Can Co. by Elmo Roper Associates in the summer of 1958—a low beer drinking period because of cool weather—9% of a sample queried in a given week drank draft beer in public places and 15% drank packaged beer in public. The rest didn't drink any beer in public that week. As for total gallons consumed, 60% of the beer was drunk at home and 40% was quaffed in public.

■ The Roper company also wanted to know if more or less beer was being consumed at home compared to the previous year. While 7% said they were drinking more beer in public places, 9% said they were drinking more beer at home.

In the days before Lux and Ivory liquids and Joy, and before aerosols, women preferred powdered soaps which were added to water. Detergents, although they had gained acceptance, were classed in 1946 with laundry soaps as the hardest on hands. When shopping for disinfectants, women wanted a product that had a "disinfectant odor" and was strong to the point of harshness. Today, disinfectants, such as Lysol, are in a declining market. All-purpose detergents, such as Mr. Clean, Lestoil and Handy Andy, are said to both clean and disinfect at the same time.

In the pre-cholesterol days, housewives used fats in frying 32 times as often as oils, and few women were even aware that liquid oils could be used as a shortening. #

Gottschalk Joins Mohr

Herb Gottschalk, formerly exec vp of FREM Diversified Industries, and advertising manager of Lucky Heart Cosmetics, Memphis, has joined Mohr & Eicoff, Chicago. He will function on the agency's account handling and creative level.

Farber Joins Concord Homes

Concord Homes, Hazelwood, Mo., manufacturer of homes in the $16,000-$25,000 range, has appointed Edward B. Farber advertising director. Mr. Farber formerly was an account executive of Edward F. Ruder Associates.

BBDO Boosts Pelletier

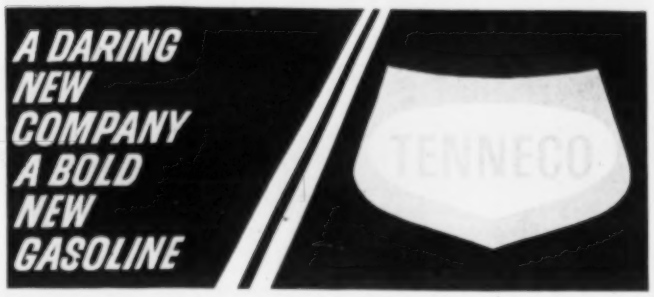
Pierre Pelletier has been appointed manager of the Montreal office of Batten, Barton, Durstine & Osborn. He will continue in his present position as director of French services of BBDO.

Two Join R. A. League

Winifred B. Davis has been named consultant on fashionable living, and Kinnith Williams has been named director of creative services of R. A. League & Associates, Chicago agency. Mrs. Davis was formerly society editor of the Indianapolis *Recorder* and personnel director of Cooperative Services, Indianapolis. Mr. Williams was formerly display manager of two Chicago department stores, Bamson's and Charles A. Stevens Co.

Owens-Illinois Boosts Brown

Owens-Illinois Glass Co., Toledo, has appointed Tom W. Brown Jr., formerly vp and general manager of its Multiwall bag division, vp-marketing of its new forest products division, formed by the consolidation of the company's paper products, mill and Multiwall divisions and a subsidiary, National Container Corp. of California. Mr. Brown joined the company in 1953.



FIRST TIME—*Tenneco Oil Co., Houston, newly-organized subsidiary of Tennessee Gas Transmission Co., is using outdoor ads like this for the first time to acquaint key southern and western markets with the brand. The ads are red, green and blue, printed in radiant ink. Reach, McClinton & Co., New York, is the agency.*

Malcolm Names Glascock

Robert W. Glascock has been appointed agency director of R. Malcolm & Associates, Evansville, Ind., agency. Mr. Glascock was formerly with the advertising department of Evansville Printing Co.

Sargent-Gerke Names Rohr

Sargent-Gerke Co., Indianapolis, paint manufacturer, has appointed Rohr Advertising, Indianapolis, to handle its advertising. Advertising Designers, Indianapolis, is the former agency of record.

Meet with Success at the Stardust!
World's largest resort hotel offers complete facilities for conventions! Great food, magnificent accommodations!
Opens in Oct.!
STARDUST GOLF CLUB
& 18-Hole Golf Course

STARDUST Hotel
LAS VEGAS

1295 DELUXE ROOMS FROM $6
On Stage!
LE LIDO DE PARIS
1961 Revue
Write for Complete Convention Brochure

INSIDE SOLID CINCINNATI:

"I don't know why Fred never told me before that we Cincinnati Enquirer families have $600 a year more to spend than the average Cincinnati family."

.....SOLID CINCINNATI READS THE CINCINNATI ENQUIRER

Daily Enquirer families *make* more, *need* more, *spend* more. You're *in solid* with them when you advertise in their newspaper . . . the Cincinnati Daily Enquirer. For more facts on the *market-that-matters* in Cincinnati, write the Cincinnati Enquirer's Research Department for the latest Top Ten Brands survey.

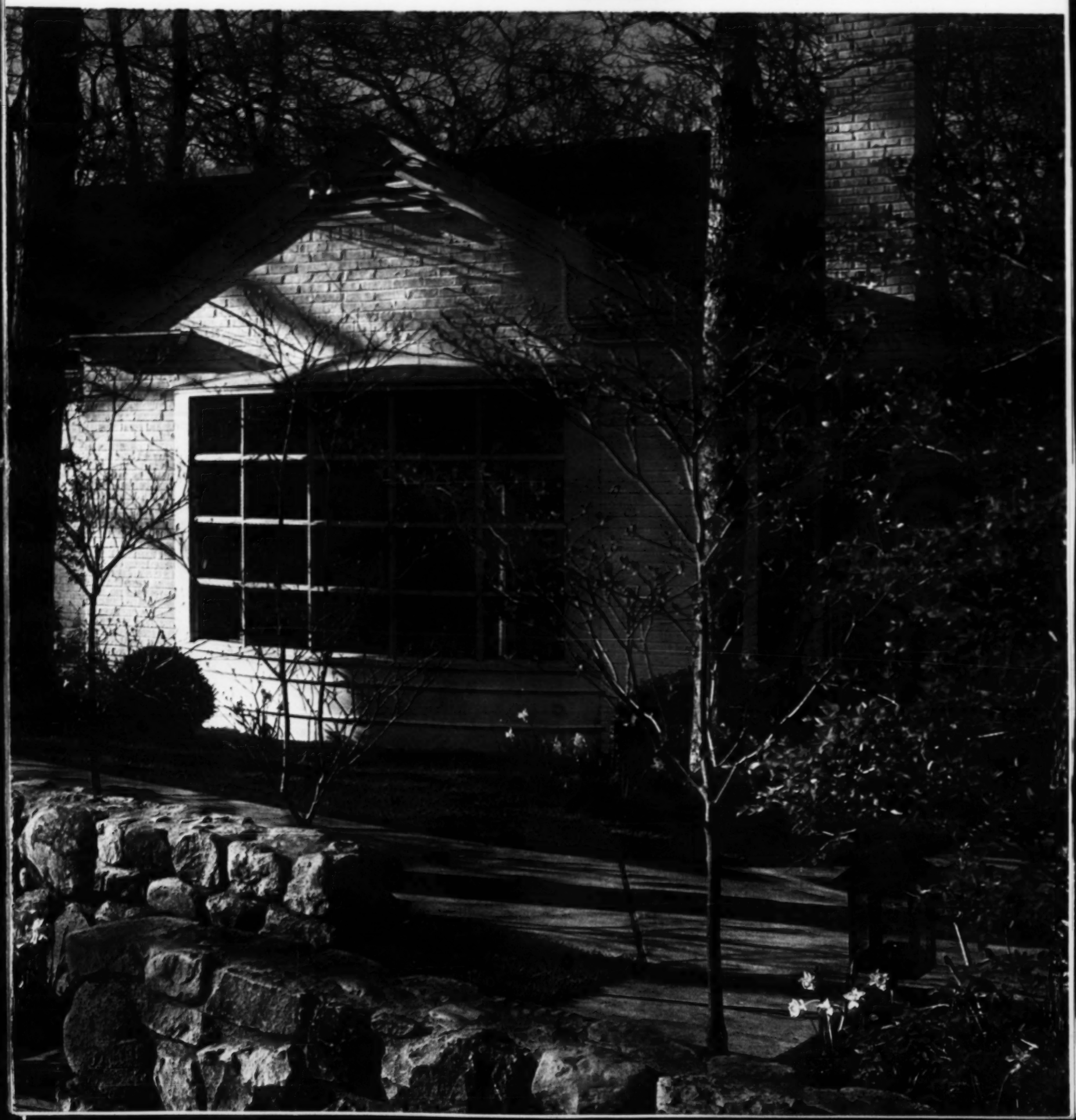
Represented by Moloney, Regan & Schmitt, Inc.

American Home has an edifice complex

Some magazines are mad about movie stars. Others flip for fiction. But American Home has a cover-to-cover case on houses – and everything about them. Home service – and nothing but – takes the spotlight in every beautiful issue. In fact, American Home now runs more pages on home service than any other mass magazine. And glamorous pages they are—full of exciting ideas about food, appliances, gardening, decorating, building and remodeling. Ideas such as this before-and-after spread, shown in a recent issue on remodeling. Yes, we're all wrapped up in homes. And so are our 3,750,000 families. What more could an advertiser ask for?

AMERICAN HOME

THE MOST EXCITING THING THAT'S EVER HAPPENED TO HOME SERVICE MAGAZINES



Daily Changes Name

The *Globe-Herald & Pilot*, a five-day daily serving Costa Mesa and Newport Beach, Cal., has changed it name to *Orange Coast Daily Pilot*. In recent years, the newspaper published three separate editions known as the *Newport Harbor Daily Pilot*, *Huntington Beach Daily Pilot* and *Costa Mesa Globe-Herald*, with advertising running through all editions. Rates have been unaffected by the logo change.

We Imprint Where To Buy • On Printed Pieces

Dealers Name etc. On Catalogs Magazines Folders - Cards Any Amount As Required

Sersen's Imprinting, Inc.
120 S. Sangamon
Chicago 7, Ill.

McCourt Gaudio De Young Butler McDougal Singer

ON THE BALL—*Dave McCourt, national advertising manager of the Philadelphia Daily News, hands out complimentary Daily News-imprinted golf balls to members of the Philadelphia Food Brokers at an outing. Collecting their golf balls are Joe Gaudio, Gaudio Bros.; Ed De Young, Food Trade News; Ben Butler, Best Foods; Tom McDougal, Good Bros.; and Don Singer, Philadelphia Daily News.*

'Visual Research'? It's New Gauge of How Package Sells

BADEN-BADEN, Sept. 12—Visual research—a new science—will help marketers achieve competitive advantages in the booming European economy, Edmund W. J. Faison, president of Visual Research International, said today.

Addressing a joint meeting of the European Society of Marketing and the World Association of Public Opinion Research, Mr. Faison pointed to the 25,000% increase in European self service stores since 1948 as an index of the marketing revolution under way in Europe.

"There is no reason to doubt that the growth will continue," he said. "The self service store is here in Europe to stay."

Self service stores demand that goods "sell themselves," he said, and package design is a major factor in self-selling.

■ Laboratory instruments plus "portable" research techniques enable the visual research practitioner to evaluate package design, he said, on four key factors: (1) Visibility, (2) content communication, (3) "psychological connotation" and (4) function.

Visibility tests conducted by Visual Research employ an eye movement camera and a battery of meters designed to measure all the package's visibility characteristics. Such tests determine if a package is easily distinguished in the "visual competition" of actual shelf display.

Content communication means the package's ability to tell quickly what it contains. "Even some very knowing marketers have slipped on this one," he noted. "An example is the cake flour package which 84% of housewives in a test thought to contain a cake mix."

■ Mr. Faison explained "psychological connotations" in terms of "an image which is consistent with the product marketing strategy." This is determined by individual and group interviews which yield qualitative clues on packaging preferences. "Respondents view, for example, a number of packages in a product category," he said. "They are then asked to check which brand is the 'best buy,' or 'most expensive,' 'best tasting,' 'most convenient' and 'most appetizing'."

Function, the fourth key factor in successful packaging, requires that a package be easy to use in the home, as well as the obvious requirement that a package contain and protect its contents. "The package must be checked for clarity of opening instructions and ease of opening," he said. "Also for convenient reclosing if necessary and slipperiness if it's likely to be handled by wet hands."

■ Visual Research has developed a "VRI Accelerated Store Audit," he said, which has no known possibility of bias, is inexpensive and easy to conduct. Unlike traditional store audits, it can yield results even on slow moving items in a few days, and can be conducted with handmade mockups if desired. #

'Harper's' Raises Rates

Harper's Magazine will boost its circulation base from 220,000 to 250,000 effective with the January, 1962, issue. One-time page rates will be increased from $1,875 to $2,050 for b&w, and from $2,950 to $3,225 for four-color.

ACA Appoints Peter Krohn

Peter M. Krohn, formerly editor of *Packaging Progress*, has been appointed to supervise creative planning and marketing of ACA Advertising Ltd., Montreal.

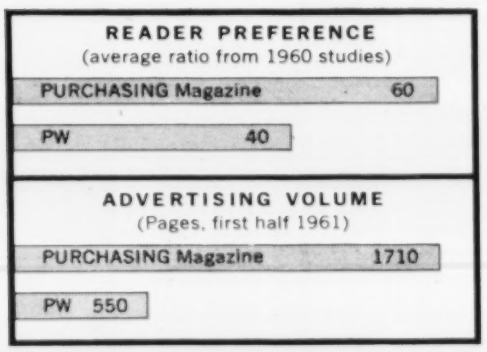
Yes . . . but the market for children's products is a very grown-up one. Here are some of the wide-awake marketers who are selling kid stuff via Channel 11 in Pittsburgh. How about you?

CHANNEL WIIC 11
The eyes of Pittsburgh
Represented nationally by Blair-TV

AMERICAN TOYS
BEECHNUT
CRACKER JACK
DELUXE READING TOYS
GENERAL TOYS
GOLDEN BOOKS
HAPPY HOUR TOYS
KOOL-AID
MARX TOYS
MATTEL TOYS
POLL PARROT SHOES
THRIFTY BINDERS
VIEWMASTER
WELCH GRAPE JUICE
WESTERN TABLET
WHITMAN TOYS

HOW DO YOU MEASURE PURCHASING MEDIA?

When you pick a purchasing publication to reach the increasingly important Purchasing Agents, try these key measurements: *Reader Preference*—in every independent study known to us, PURCHASING Magazine leads by a healthy margin. *Advertising Volume*—in the first half of 1961, advertisers placed more than three times as many pages in PURCHASING Magazine



as in the next purchasing publication. You might also measure audited circulation, metalworking coverage, editorial pages, and number of advertisers. They show the same genuine leadership that assures you better coverage, better readership, and a more sales-compelling climate for your advertising message in PURCHASING Magazine.

PURCHASING
MAGAZINE
Sells the man who buys

A Conover-Mast publication
205 E. 42nd St., New York 17, N.Y.

A VITAL WEEKLY

in air conditioning, heating and refrigeration, just as in advertising, the man interested in events and trends as they happen is the executive with the fewest hours to read. For 34 years, Air Conditioning, Heating & Refrigeration NEWS, the industry's only newspaper, has been meeting the needs of these executives in manufacturing, contracting, and all phases of distribution. First in paid circulation—first in readership—the NEWS should be first on your media schedule.

AIR CONDITIONING
HEATING & REFRIGERATION
NEWS
450 WEST FORT STREET, DETROIT 26, MICHIGAN

Direct Selling May Replace Retailers, Wunderman Warns

NEW YORK, Sept. 12—A prediction that "direct marketing" between manufacturer and consumer will replace the retailer mail-order business was voiced here by Lester Wunderman, president of Wunderman, Ricotta & Kline.

Speaking before 180 members of the Hundred Million Club, which is gearing for the 44th annual DMAA convention to be held here Oct. 10-13, Mr. Wunderman said: "Competition for shelf space at retail is becoming ever more fierce and costly." As a result, "the future of our industry lies with the large, highly competitive manufacturing companies which must bring their selling and marketing closer to the consumer."

He suggested that "consumers will increasingly look for credit," and manufacturers will be able to offer it "more effectively than retailers. Why provide a retail discount to stores for warehouse depot service, if that's all they provide?"

■ Manufacturers in many lines, added Mr. Wunderman, can "ship direct to the consumer from their own warehouses just as efficiently—and save the mark-up for their own credit and selling expense."

He charged that retailers "won't, or don't," provide "followup" or "long range" services—areas in which direct mail could carve big chunks of the "direct marketing" melon. "When you buy a phonograph, does any retailer now ever follow up to sell records, or when you buy a stove, does any retailer help you learn to cook on it?"

Mr. Wunderman directed part of his 23-minute talk toward building a case for more agencies—and more 15% commissions—in the direct mail field. Some companies, he said, "grudgingly pay copywriters $7,500 a year—occasionally they splurge and buy a free lance job to 'get an outside view' for $500—and they run, screaming, for the hills when advertising agencies suggest that direct mail should become a medium entitled to standard agency commission."

■ "Imaginative advertising" of the Volkswagen, Polaroid, Hathaway shirts and Maxwell House coffee type had been done "most frequently," he said, "by that much maligned, free wheeling and too frequently fired institution known as the advertising agency." To those who "argue that for space and tv, you can afford an agency because the media pay its commission," Mr. Wunderman replied, "Let's stop kidding ourselves—the advertiser pays the commission, and it is reflected in the space or time rates. Why shouldn't direct mail enjoy the same benefits?"

(The agency head later told ADVERTISING AGE that he felt shops should make commissions on all job parts it had a hand in creating—including printing—even if billing went directly from supplier to client. Some commission exceptions would be postage, addressing and inserting. He added that Wunderman, Ricotta & Kline had started adding 17.65% to material costs such as printing "for some of our clients.")

■ Mr. Wunderman also said, "We would be wealthy if we had a penny for each time that imitativeness, crudity, bad taste and hack work have been justified in our business by invoking the protective magic of the phrase, 'It works.'" #

Maserati Names Space & Time

Maserati Distributors, Beverly Hills, import company which recently acquired the national Maserati franchise, has appointed Space & Time Advertising, Los Angeles, to handle advertising and public relations.

69%* of the 740,000 TV homes in the 68 counties of the Minneapolis-Saint Paul market area are "daily subscribers" to WCCO-Television.

*(Daily Circulation, ARB 1960 Coverage Study)

CHANNEL 4

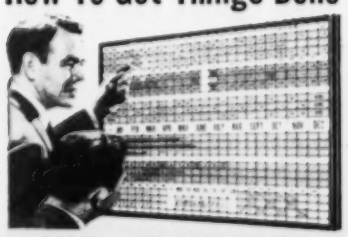
BASIC MEDIUM*
MINNEAPOLIS • SAINT PAUL

This totals more visual and audible impact than is possible with any "single sense" medium.

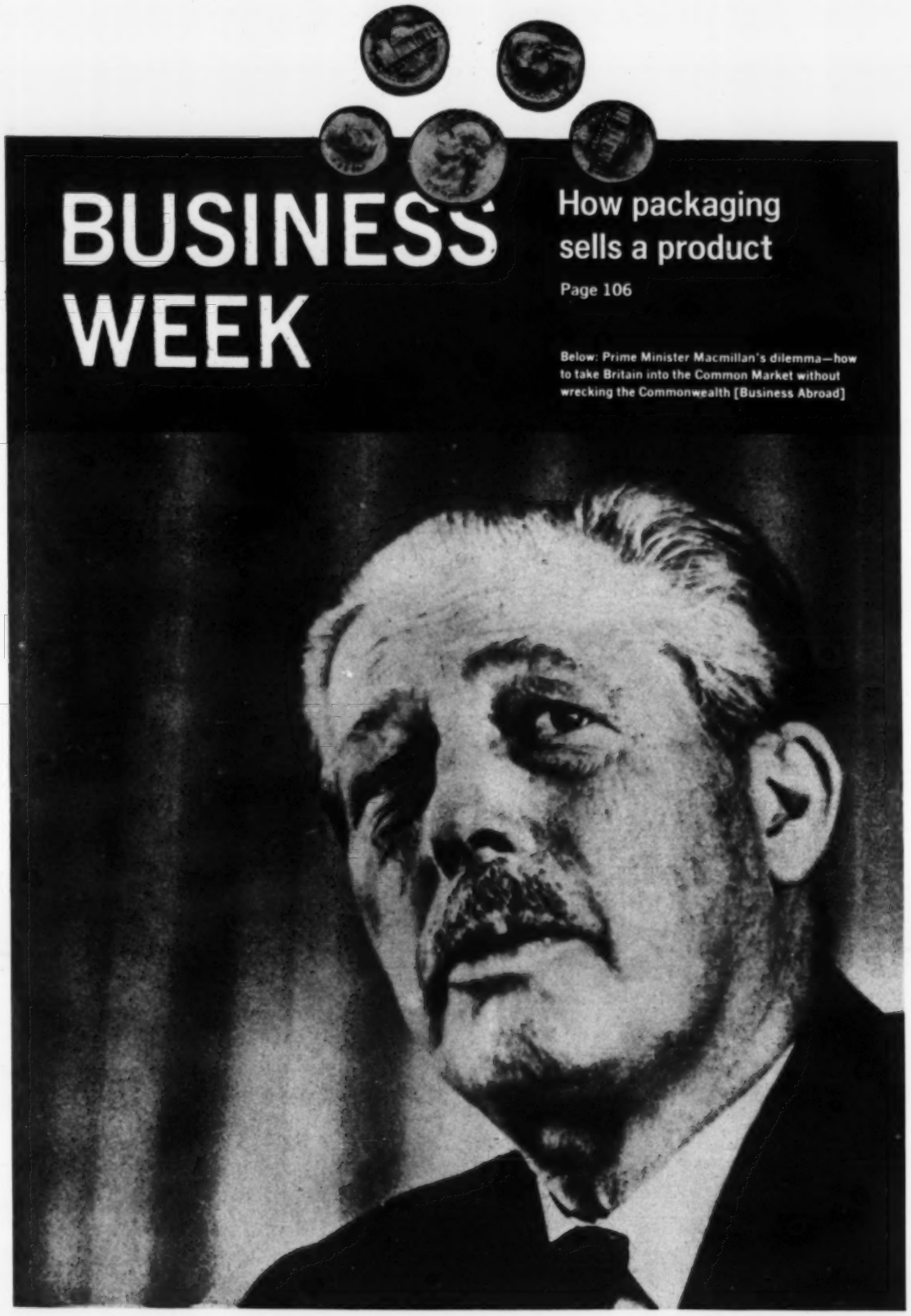
WEBSTER:
*basic (bās' ĭk), *adj.* 1. of or pertaining to the base or essence; fundamental; as a *basic* fact.

MORE than the dominant television station in the Minneapolis-Saint Paul Market: Actually the medium to buy FIRST OF ALL! For complete proof write WCCO-Television or national representatives, Peters, Griffin, Woodward, Inc.

How To Get Things Done



BOARDMASTER VISUAL CONTROL
Your operations are pictured at a glance. You save time, money and prevent mixups by Seeing What is Happening at all times. Ideal for Production, Maintenance, Inventory, Scheduling, Sales, Etc. Easy to Use. You write on cards, snap on metal board. Over 750,000 in Use.
PRICE $49.50
FREE 24-Page BOOKLET No. BG-50 Mailed Without Obligation
GRAPHIC SYSTEMS
925 Danville Road • Yanceyville, N.C.


BUSINESS
WEEK
How packaging sells a product
Page 106
Below: Prime Minister Macmillan's dilemma—how to take Britain into the Common Market without wrecking the Commonwealth [Business Abroad]

Never

You can't plunk down fifty cents on a newsstand and pick up a copy of Business Week.

Nor can you send your subscription check and receive it through the mail—*unless* your job, title, and responsibility qualify you. If you're not a *management man*, your chances are pretty slim.

The 380,000 subscribers to Business Week constitute the largest *selected* management audience in publishing. They have been screened, identified, and accepted for their ability to *use* Business Week's contents.

They don't "pick it up with the evening paper." They don't read it for amusement or business gossip. They *need* the news of Business Week. They *use* it for business or personal profit. They rely on it to help guide daily decisions.

Where are these subscribers?

For instance, there are 63,629 of them in this country's 500 largest industrial corporations.

There are 15,919 more in America's 50 largest banks, 50 largest utilities, 50 largest life insurance companies, 50 largest merchandising firms, 50 largest transportation companies.

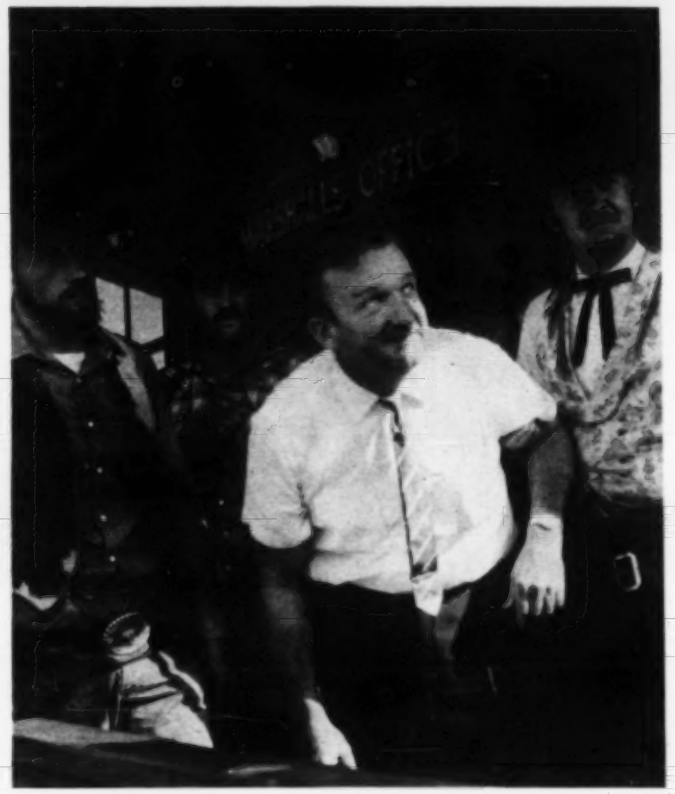
Over 23% of Business Week's subscribers are presidents, owners, or partners of their business. And almost all the others are directly concerned with management of their companies.

These are the people who are reading and *using* Business Week's pages. These are the people who will respond to your advertising in Business Week.

Not one of them plunked down fifty cents on a newsstand to get his copy. But these are the men who are plunking down *millions* in business and industrial purchases.

The fact is: there are thousands of products and services which *cannot* be sold unless you know these men. *And unless they know you.*

PHOTOGRAPHIC REVIEW



FINCH PINCHED—*Bill Finch, Spartanburg Herald-Journal, is shown here being "arrested" by the marshals of Ghost Town, N. C., a tourist attraction 32 miles west of Asheville. The all-in-good-fun horseplay took place during a side trip of the 23rd annual summer meeting of the Newspaper Advertising Assn. of the Carolinas in Asheville.*

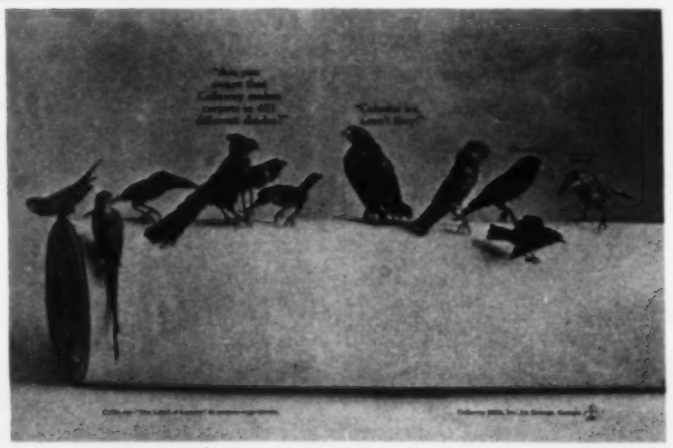
COLORFUL—*RCA Sales Corp., Indianapolis, will run this color ad in Sports Illustrated (Oct. 2) and Time (Sept. 29) as an invitation to sports fans to watch the World Series on color tv at RCA dealers. J. Walter Thompson Co. is the agency.*

KIRSCH CROWN—*One of the nicest things about being head of Kirsch Beverages is that you get to crown the annual Miss No-Cal. The 1962 titlist, Janet Marie Boring, is having almost as much fun as Morris Kirsch, while runner-up Cathy Dempsey observes the ceremony.*

Lane Stackpole Falkenburg Wikstrom

AGA SPOKESWOMAN—*Jinx Falkenburg signs with the American Gas Assn. as the association's new tv spokeswoman with Chester S. Stackpole, managing director; S. F. Wikstrom, director of promotion, advertising and research, both of AGA; and Thomas H. Lane, senior vp of Lennen & Newell, the AGA agency, as her witnesses. Miss Falkenburg will report on new gas appliances and new uses for gas in the home on "Theater 62" (NBC-TV), new monthly color show.*

TESTING—*Kal Kan Foods, Los Angeles, is testing this sleeve-pack, containing three "tall cans" of its dog and cat food, in Milwaukee, Chicago and St. Louis markets. The test is in advance of entry by the company into other eastern markets in 1962. Fuller & Smith & Ross is the agency.*



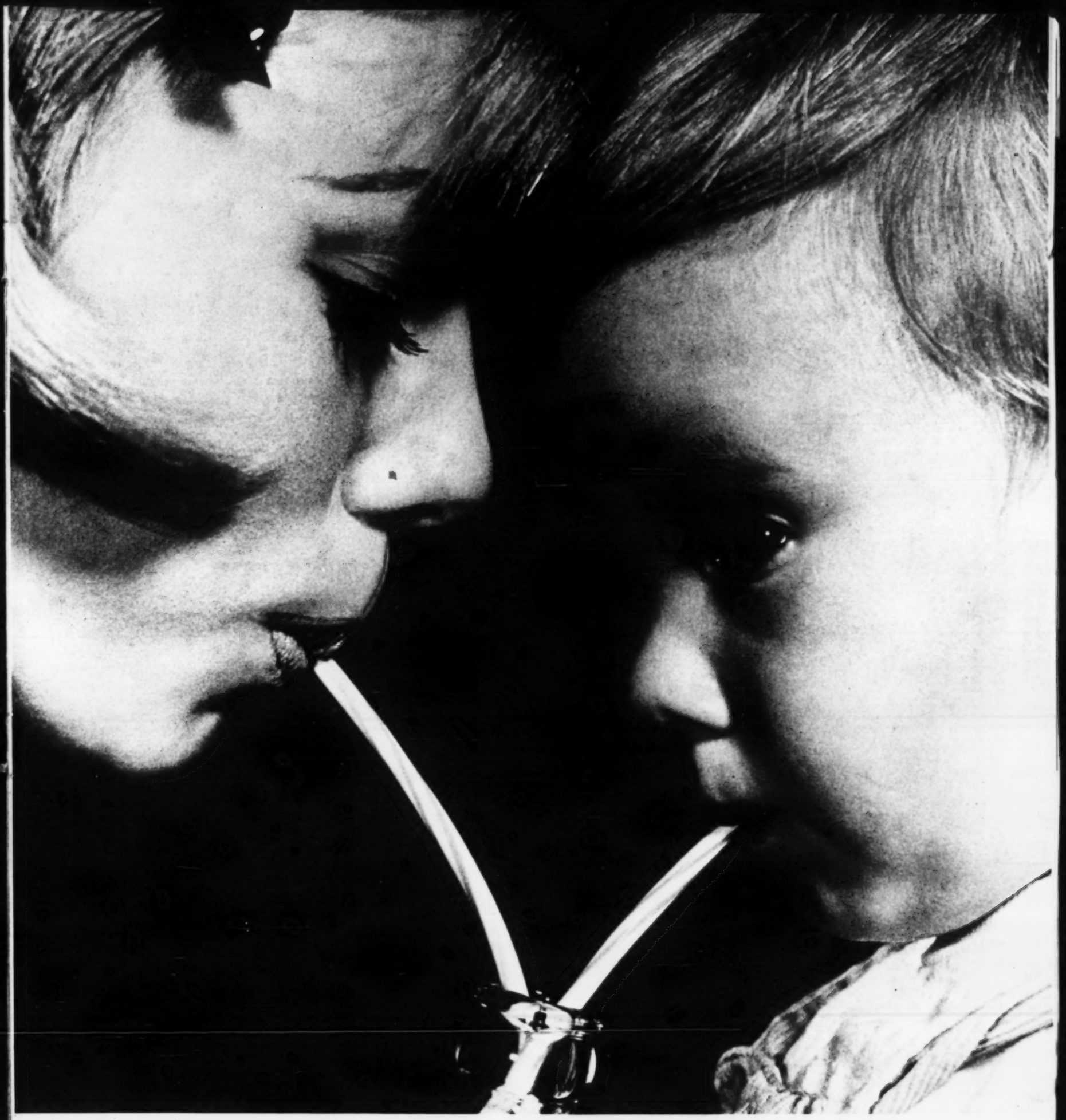
THESE BIRDS TALK—*Callaway Mills is counting on the multi-colored plumage of these 11 birds to help tell how its carpets come in 421 different shades. The ad is one wing of a color spread campaign set for House Beautiful, House & Garden, Living for Young Homemakers, The New Yorker and the New York Times Magazine. Sudler & Hennessey is the agency.*

WILDLIFE PLEA—*Posters like this in the Minneapolis-St. Paul area are being contributed by General Outdoor Advertising Co. to help Ducks Unlimited, a group interested in Minnesota outdoor life.*

STUDENT'S HELPER—*This tv spot for Smith-Corona portables suggests that pages of school work are much simpler with a typewriter than with a pencil. As the picture shows this typical teen ager at work, the voice-over announcer recommends that students learn touch typing at home—"with the new Smith-Corona ten-day touch typing course," available for $3.95 to purchasers of any new Smith-Corona portable. The minute of sell, which was taped by Videotape Productions of New York, opens and closes with a short jingle. During the back-to-school season, this commercial is being aired on four NBC and two ABC programs. Batten, Barton, Durstine & Osborn is the agency.*

Lethbridge Farrell Greene Tallman

HOLIDAY PACKAGE—*Braddock Greene, director of marketing, National Distillers Products Co., presented the company's holiday advertising, packaging and point of sale program at the biennial sales conference in New York. Assisting him was his team consisting of John Lethbridge, marketing manager; John A. Farrell, assistant marketing director; and John Tallman, marketing manager.*



Sell those big-buying young adults with BREAKFAST CLUB, FLAIR, SPORTS and SPECIAL EVENTS on ABC Radio. You'll sell those younger families with more mouths to feed . . . more needs to fill. The need to entertain is filled more often and that's why young adults represent your best market for beverages and foods. And ABC Radio has the highest percentage of young adults in network radio.*

YOUNG ADULTS:
BUY MORE BEVERAGES
BUY MORE FOODS
BUY MORE EVERYTHING

ABC RADIO
FIRST WITH YOUNG ADULTS

*Call your ABC Radio Sales Representative for the facts.

'USA 1,' News Monthly, to Bow This Winter

USA 1, a national news monthly, will bow this winter. *USA 1* advertising will be "fairly restrictive," according to Alva B. See Jr., vp and director of advertising, who formerly was an account executive on Philco with Batten, Barton, Durstine & Osborn. In addition to a full-page minimum, he said the book will refuse inserts and will operate a "partnership" between advertising and editorial. "This means that they won't be battling each other for space." One-time page rates are $1,290 for b&w and $1,950 for four-color. Distribution will be via mail for now, Mr. See said.

Addison Gardner, previously a product manager of baby products with Johnson & Johnson, New Brunswick, N. J., is the publisher of *USA 1*. Rodney Campbell, formerly an associate editor of *Time*, is president; Dean Johnson, who was with the circulation department of *Sports Illustrated*, is treasurer. The magazine's offices are at 310 E. 44th St., New York.

50%
MORE READERS
for your highway signs

"Codit" Reflective Liquid gives your highway "tacker" signs the power to impress motorists at night—without the cost of lights! Signs reflect light from oncoming cars. You get 50% more readers than with daytime-only signs, because ⅓ of all traffic travels after dark.

WRITE FOR FOLDER AND FREE DEMONSTRATION SAMPLE

CODIT®
BRAND
REFLECTIVE LIQUID

Minnesota Mining & Manufacturing Co. 3M
Dept. RCW, St. Paul 6, Minn.

Merchandising Ideas

Vacuum Buyer Gets Portrait

• Sunbeam Corp. is offering its floor care products dealers a selling program spearheaded by a premium offer for consumers—a hand-painted oil portrait of the customer or a loved one. The promotion, which began in August and will continue through March 1, is termed by Sunbeam "already the most successful vacuum cleaner promotion since Sunbeam entered the vacuum cleaner business two years ago." Sunbeam said that in addition to appliance dealers, many department stores across the country are participating.

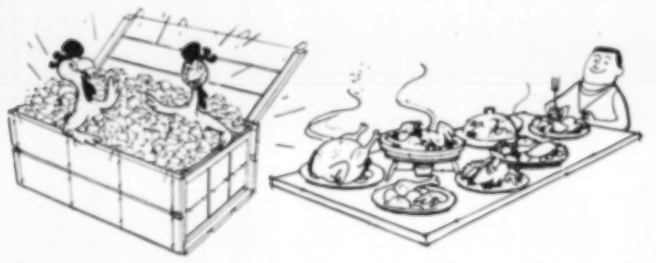
PREMIUM PORTRAIT—*Model Toni Reed poses before one of 2,000 hand-painted portraits sent to dealers to promote a Sunbeam selling program featuring a free portrait with purchase of a vacuum cleaner.*

This is how it works. Sunbeam will supply its distributors and dealers with a merchandising kit promoting the limed oak framed 14x18" portrait. The kit contains a portrait easel stand, sample portrait, tie-on display, vacuum cleaner banner, brochure describing the program and certificates for ordering portraits. When a customer buys a Sunbeam vacuum, she supplies a b&w photo for a model. The portraits are hand-painted in oil from the photograph by Sunbeam's participating portrait company and sent to the customer. Sunbeam dealers pay a small charge for each portrait. As another program incentive, Sunbeam is offering its distributor-salesmen a Minolta camera free when they sell six portrait deals.

Chicken Film Whets Appetite

• A new sound motion picture, "Adventures in Food . . . the Chicken," has been produced by Package Research Laboratory, Rockaway, N. J., on behalf of the wirebound container industry. Actually, Package Research Laboratory, the research and development division of Stapling Machines Co., is not directly a part of the poultry industry, but is perhaps about a second cousin, twice removed, to the broilers and fryers. Customers of Stapling Machines are the manufacturers of wirebound containers, used to ship ice-packed chickens to market. Reasoning that anything that helped their customers would help them, the wirebound container industry wanted to do something to help their processor customers, so Package Research was commissioned to do a 13-minute color film that would leave the viewer "chicken hungry." Other conditions were that the film be entirely non-commercial and "sell" nothing but chickens, and it must be completely consumer-oriented and of a length for a club meeting program, a classroom session or tv program.

The film, which opens with just-hatched chicks as they emerge from the eggs, traces the chicks as they are moved to farms, briefly follows them through processing plants into ice-filled boxes and finally into the retail store. The film winds up with a series of scenes showing chickens being cooked by various chefs on indoor ranges and at outdoor barbecue grills. Although the film shows the chickens being transported to market in wirebound boxes, to maintain accuracy, the baby chicks were shot in plain cardboard boxes. Herbert S. Warmflash, Package Research advertising and pr director, wrote and directed the film. Prints may be obtained from Package Research Laboratory.



FROM BOX TO BUFFET—*Drawings like this illustrate a booklet containing the script of a new film made by Package Research Laboratory on behalf of the wirebound container industry to increase the American appetite for chicken.*

Woodcuts Help Sell Paper

• Hollingsworth & Whitney division of Scott Paper Co. is preparing a series of seven woodcut engravings which depict key states in the manufacture of its various grades of printing papers. Ted Davies, New York woodcut artist, is originating sketches for the series, which will be printed on different grades of H&W paper and will be used as inserts for various printing trade media. The entire series also will be reproduced for distribution to the printing and graphic arts industries. Woodcuts were selected for the series, H&W said, because this art form, known as xylography, is highly regarded among craftsmen in the printing trade.

The first three woodcuts illustrate pulpwood being loaded onto conveyors, the debarking of logs and the digesting of wood chips. Mr. Davies is preparing other designs based on sketches he made while touring H&W's mobile mill. Reproductions of the first three in the series are now available from Hollingsworth & Whitney division, Scott Paper Co., International Airport, Philadelphia.

XYLOGRAPHER—*Woodcut reproduction is examined for detail by Ted Davies, who is doing a series of seven for Hollingsworth & Whitney.*

Water Supplier Promotes Oasis

• "This brief case contains the secret," the cover of a self-mailer from Hinckley & Schmitt, Chicago, announced. The back of the mailer, printed to resemble a brief case, opened to say continue, "to modern efficient Oasis coffee-breaks." The mailer also contained a sample of instant Maxwell House coffee and an invitation to return the enclosed reply card for a free copy of "Mod-

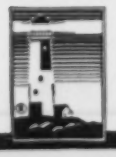
(Continued on Page 112)

There's GOLD in These Seven Hills . . . and WE Can Help You Dig It

Personal expenditures keep pace with unprecedented amounts being appropriated for civic development, enhancing Cincinnati's fame as a community of wealth, culture and stability Supporting waves of progress throughout the area and leading in advertising sales power, the Post and Times-Star offers the greatest circulation ever earned by a Cincinnati daily. Be a guest with us . . . spend the evening with the families of this great market.

7 out of 10 Cincinnatians read the Cincinnati POST Times-Star

★
Largest Circulation of any Cincinnati Daily
★
Greatest Coverage of Highest Income Groups, as of *all* Groups.
★
43% Read No Other Daily
★
One of the nation's lowest Milline rates
★
The Newspaper that Spends the Evening with almost 1,000,000 Readers.



ROBERT K. CHANDLER
Manager, General Advertising Department

Represented by The General Advertising Department SCRIPPS-HOWARD Newspapers

WAVE-TV gives you 28.8% more SMOKERS

—and they puff literally 28.8% more cigarettes, cigars and pipe tobaccos!

That's because WAVE-TV has 28.8% more viewers, from sign-on to sign-off, in *any* average week. Source: N.S.I., July, 1961.

WAVE TV

CHANNEL 3 • MAXIMUM POWER
NBC
LOUISVILLE
THE KATZ AGENCY, National Representatives

If it interests this special engineering mind...

Eastman-Kodak Minicard record with 6 legal-length documents, coded index data

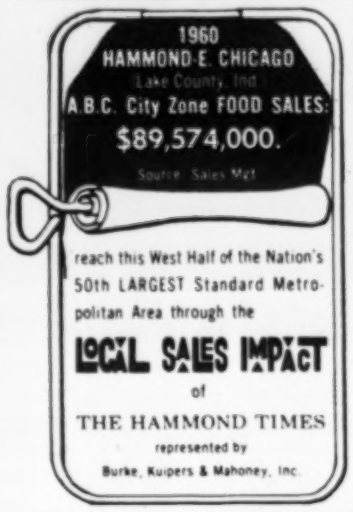
it's in electronics:

In a single day, an electronics engineer may face problems in research, design, production or management; he may work in any one or all four areas. Only **electronics** magazine has the editorial staff that constantly scours the nation and the globe to report authoritative engineering information in all four areas. Sell the electronics industry alongside the nation's leading manufacturers; advertise to the *interested* OEM engineering audience that reads **electronics.**

ABP ABC **A McGRAW-HILL PUBLICATION,** 330 West 42nd Street, New York 36, N.Y.

Merchandising Ideas . . .

ern Business Needs the Modern Coffee-Break," and details of Oasis Hot 'n Cold water coolers. Hinckley & Schmitt provides the bottled water and services the Oasis water cooler, which may be rented.



Mailer Sells Art for Studio

• Can an advertising art studio successfully sell its talents through the mail? Ken Pedersen, vp of Handelan-Pedersen, Chicago, answers, "Yes," pointing to the first six issues of a new monthly mailing piece. The mailing piece is produced in a four-page, three-color format, 8½x7". The cover carries a headline, a brief block of copy, and the Handelan-Pedersen identification. The inside spread features the work of a single artist or spotlights a group of artists working in a specialized field such as industrial art. A fold-over flap at the right lists all the studio services. The back cover carries a brief listing of major gallery shows in Chicago and another paragraph of selling copy, which sometimes is a testimonial letter from a client.

Although most of the studio's business comes from the Chicago area, the mail promotion piece goes to a list of 7,600 agencies, advertisers and commercial artists in 23 states—from the Alleghenies to the Rockies. Mr. Pedersen said six companies have become clients through the new promotion medium and the studio has received dozens of inquiries. The next mailing will be made in October. Copies may be obtained from the studio at 333 N. Michigan Ave., Chicago. Arbogust Co. Advertising, the studio's agency, plans, writes and handles production of the mailer.

PhoneDime in Nibroc Mailer

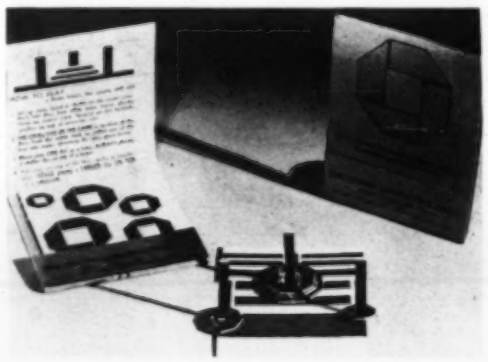
• Nibroc distributors of Brown Co., Berlin, N.H., are giving away dimes inserted in a self-mailing piece which was created to promote the towel and tissue division's latest development, the Nibroc TWS (timed wet strength) towel. Rather than have the prospect use the conventional coupon reply, the mailer suggests the recipient use the 10¢ piece to "phone us (the distributor) and make us prove the amazing TWS towels can be a real problem-solving addition to your washroom facilities." Two headlines, "Now You See It" and "Now You Don't," supported by photographs and copy dramatize sales points like "the big difference is that these towels know when to quit."

DRAWING CARD—*Bill Samuels, manager of the Majestic Theater in Eastland, Tex., will do just about anything for publicity, including bringing an elephant into the theater to show that the Majestic's popcorn "draws in the customers."*

Bubble Bath in Flower Vase

• A flint glass vase decorated in a gold starburst design has been introduced by Allen B. Wrisley Co. as a container for its bubble bath. The bubble bath is available in three colors—pink, green and maize—in the new reuseable vase container. Retail price is $1. Advertising support for the repackaged bubble bath will be given in color ads, featuring several Wrisley products in November and December issues of *Ebony*, *Ladies' Home Journal*, *McCall's* and *True Story*, plus promotion on Purex network tv shows.

BUBBLE BATH VASE—*Allen B. Wrisley Co. has repackaged its bubble bath in a container which can be reused as a flower vase.*



BRAINTEASER — *To help introduce its new emblem, Chase Manhattan Bank asked Cub Products Corp., a Lion Match Co. division, to design a game using the symbol. This matchbook game is being distributed by all the bank's branches.*

John Scott Fones Inc. Opens

A public relations company, John Scott Fones Inc., 44 E. 52nd St., New York, has been formed by Philip A. Williams III, formerly director of sales and public relations of Traveletter Inc., and Mr Fones, with the Benjamin Sonnenberg publicity office for the past 10 years.

Jacobsen Joins Burlingame

Dean W. Jacobsen has joined Burlingame-Crossman Advertising, Chicago, as a copywriter. Mr. Jacobsen was formerly assistant to the advertising director of Chemetron Corp., Chicago, and product advertising manager of Celotex Corp., Chicago.

NEW YORK CITY'S

First new luxury hotel in thirty years

The SUMMIT marks a renaissance of the Arts of Hospitality. On Manhattan's smart East Side, the hotel has 800 rooms and suites, with such unique features as combination bar-refrigerators, private dressing rooms and a telephone in **both** bedroom and bath. There are three specialty restaurants: The Gaucho Room, La Casa del Café, and The Carioca Lounge . . . and an in-hotel garage . . . Rates start at Fourteen Dollars a day for single rooms . . . Eighteen Dollars a day for twin-bedded rooms.

the SUMMIT OF NEW YORK

EAST 51st STREET AT LEXINGTON AVENUE
PLaza 2-7000 • Robert Huyot, V. P. and Gen. Mgr.

LOEW'S HOTELS, INC • Preston Robert Tisch, Pres. • C. C. Philippe, Exec. V. P.

ASK YOUR BOSTON GLOBE REPRESENTATIVE TO SHOW YOU PAGE 137 OF "THE NEW BOSTON" STUDY.*

IT SHOWS THAT THE BOSTON HERALD-TRAVELER LEADS AMONG FAMILIES EARNING $8,000 OR MORE.

THIS EXTRA BUYING-POWER IS THE SECRET OF THE HERALD-TRAVELER'S EXTRA PULLING-POWER.

MORNING Herald-Traveler EVENING
BOSTON'S HOME-DELIVERED NEWSPAPERS
Represented nationally by Sawyer-Ferguson-Walker

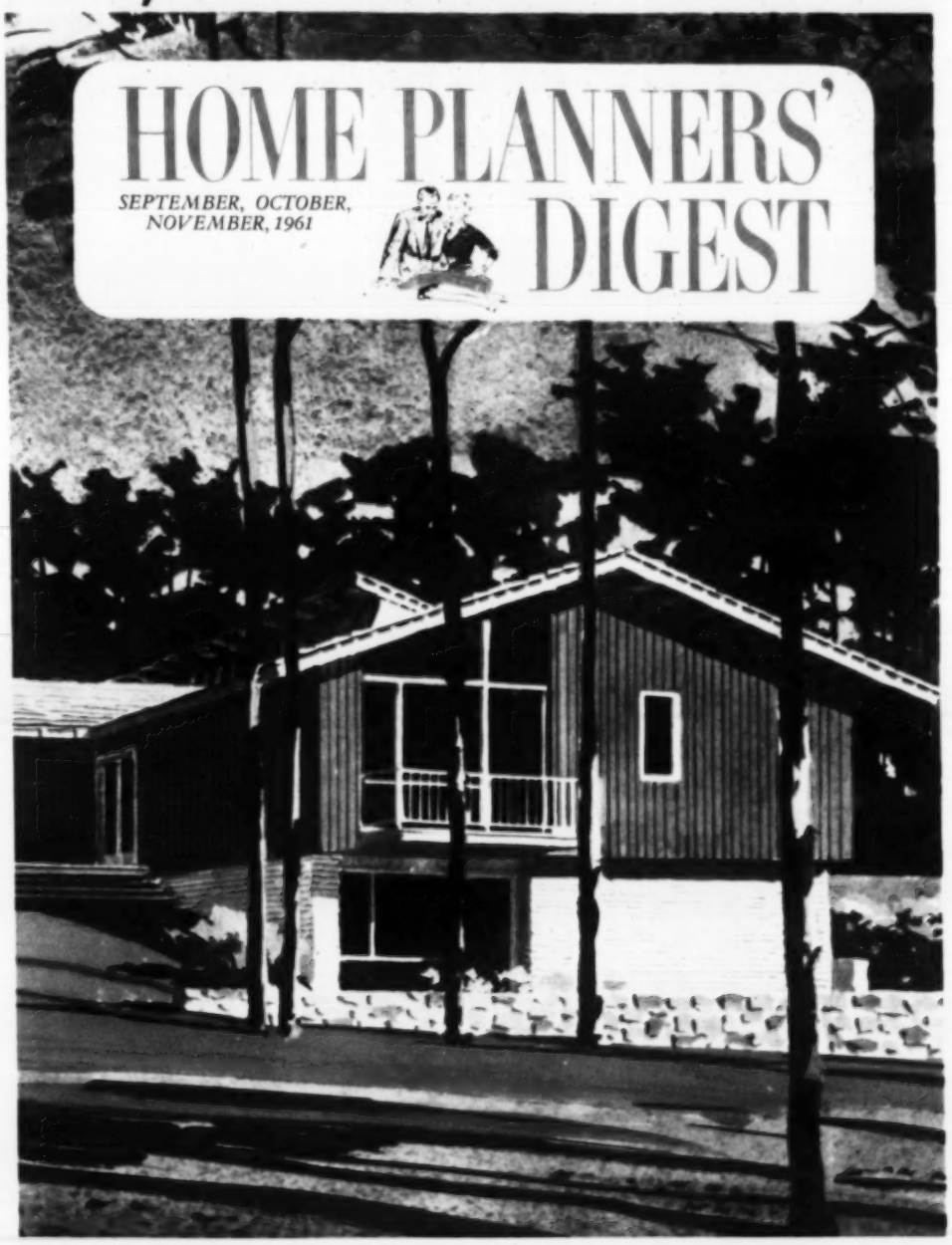
*Not to be confused with "The Buying Bostonians" a Globe promotion piece based on "The New Boston" study.

Advertisement

CHERCHEZ LA FEMME WHO KNOWS the Vermont market story, and she'll tell you to use the Vermont Allied Dailies. Just one order, one bill, one buy home-delivers your sales message through a six-newspaper group which saturates the part of Vermont where 93.9% of the state's $652 million buying power originates.

Write: VERMONT ALLIED DAILIES, Rm. 515, Statler Office Bldg., Boston, Mass. (Sales Management figures.)

EACH READER OF THE HOME PLANNERS' DIGEST SPENDS AN AVERAGE OF $21,152 TO GET A COPY



THIS IS A PECULIAR MEDIUM. The "circulation" of the *Home Planners' Digest* is controlled beyond anything you've ever seen! The *Digest* can't be bought—anywhere. It has no subscribers and, of course, no renewals. There's only one way for readers to get it: they must commit themselves to build a custom home (average cost: $21,152 for construction and equipment).

WHAT DOES THIS SIGNIFY? The *Home Planners' Digest* is the best medium for promoting products, furnishings and services for new custom-built homes. For the company with an interest in the lucrative quality-home market, it represents a remarkable opportunity . . . the means to reach *highly qualified prospects* with rifle-shot accuracy.

In this market, the individual prospect is usually found only once in his lifetime. That's why there's a need for the *Home Planners' Digest*. Conventional media aren't selective enough to pinpoint this prospect. They can't be *timed* to concentrate on his own planning-buying period. They offer little quality control over the people who do respond. They deal with *audiences* – not *individuals*.

The *Digest*, on the other hand, deals *only* with individual custom home planners – at the time they enter the market. It's part of a unique plan – designed to put an offer of your sales literature in the hands of hundreds of such prospects every day . . . at the moment of peak interest . . . at the very time they're most likely to be influenced in your favor.

THESE PROSPECTS ARE ESPECIALLY IMPORTANT because they build and buy to suit themselves. They specify what they want. They spend an average of 35% more than people who buy from merchant builders. They set trends.

THE DIGEST is a service of F. W. Dodge Corporation, the nation's leading source of construction news. Dodge maintains an army of trained reporters – over 1,000 of them – to uncover timely, accurate data on new building activity. This intelligence network is the heart of the plan. Here's how it works:

1. ***Commitment.*** Mr. X takes positive steps toward building his home – a home that's going to require materials, equipment, furnishings, insurance, etc. He buys property . . . retains an architect . . . gets a building permit . . . or commits himself in any of several other ways.

2. ***Identification.*** A Dodge Reporter – making regular calls on architects, contractors, building officials, etc. – learns of Mr. X's activity.

3. ***Screening.*** The Reporter verifies the information on Mr. X, and others like him, and sends their names back to Dodge headquarters every day.

4. ***The Home Planners' Digest*** is mailed to each of these qualified names. The *Digest* describes and offers the literature of companies that sell to this lucrative market.

5. ***Positive interest.*** Prospects read the *Digest*... then request literature on the particular products or services they're interested in for their new homes. They have now become *Positive Prospects.*

6. ***Delivery.*** Dodge receives these requests daily, immediately sends each participating firm just those requests for *its* literature, on convenient gummed labels.

7. ***Contact.*** The participating firm uses these labels to send its literature to its respondents, with information on where to buy. Thus, the company's most effective promotional tool gets directly into the hands of its best current prospects. And their names get into the company's "action" file.

THE HISTORY OF THIS SUCCESSFUL PLAN

The Dodge plan was successfully tested back in 1958. For the past two years Dodge has distributed literature offers in an accordion-fold format called the Guide to Home-Planning Literature.

The present name and format shown here have been adopted to further enhance reader interest and produce even greater reader response. Content as well as style changes have been made. In addition to description of manufacturers' literature, the *Home Planners' Digest* now carries helpful editorial material of interest to custom home builders.

The table below shows the number of inquiries from Positive Prospects at annual rates currently being received by a few participating firms *before* the format was changed to insure even greater reader response:

FIRTH CARPET COMPANY	15,200
THE FORMICA CORPORATION	12,600
THE FLINTKOTE COMPANY	6,700
UNITED STATES PLYWOOD	10,000
AMERICAN OLEAN TILE COMPANY	12,500

These figures are the pay-off. Especially when you remember that each represents a steady, day-by-day influx of the highest-grade inquiries at low cost. Many firms have made a point of checking out these leads and have testified to their quality.

And the list of participating firms continues to grow. Below are the names of just some of the companies that have recently joined the plan:

THE CRANE COMPANY
FRIGIDAIRE—Division of General Motors Corporation
GENERAL ELECTRIC COMPANY
KITCHENAID DISHWASHER—Hobart
THE MOSAIC TILE COMPANY
ROBBINS FLOOR PRODUCTS, INC.
RCA SERVICE COMPANY
WESTINGHOUSE ELECTRIC COMPANY

DOES THE 'DIGEST' DESERVE A PLACE IN YOUR PLANS?

It does, if you're interested in selling the custom-home market. It does, if you're interested in getting your literature into the hands of these custom-home planners who spend an average of $21,152 for the home they want. Of course, it doesn't replace activity in conventional media. But, because of its rifle-shot accuracy, it deserves top priority in budgeting for advertising and sales promotion. Doesn't make much of a dent in budgets, either. *And you can join the plan this year and defer payment until your '62 budget is in effect.*

Standard agency commissions apply.

For more information, write to: Home Planners' Digest, F. W. Dodge Corporation, Dept. ADA91, 119 West 40th Street, New York 18, New York.

F. W. DODGE CORPORATION
HOME PLANNERS' DIGEST
Formerly Guide to Home-Planning Literature

Nobody

BUT NOBODY

BUYS FAMILY CIRCLE EXCEPT

HOMEMAKERS!

And homemakers buy *more* of just about everything! Family Circle is sold in the vast majority of shopping centers. When a homemaker leaves the supermarket, her buying has just begun. She also visits department stores, apparel shops, drug stores and other retailers nearby. Over 6,000,000 homemakers now make Family Circle their guide to easy-working kitchens, wash-and-wear fashions, and how to decorate the children's room. Family Circle concentrates on *service*. Readers buy it solely for *homemaking ideas*. They get them from both the editorial and advertising pages. If your product is made for a mass market of homemakers, Family Circle is your most direct medium.

Ratio of Editorial Pages on Fashions, Home Furnishings and Equipment

First 6 months, 1961

Family Circle	**26.8%**
McCall's	22.4%
Good Housekeeping	21.6%
Woman's Day	19.9%
Ladies' Home Journal	16.7%

Source: Lloyd Hall Magazine Editorial Reports

FAMILY CIRCLE—FOR HOMEMAKERS ONLY!

Advertising Age

Feature Section

Try Leber's Twenty Questions

CM Likes This Factual, Realistic Copy

Diamond Discusses Title Legalities

McMahan Proposes TV Industry Workshop

Opinions expressed here are those of the writers, and not necessarily those of Advertising Age. Comments are always welcome.

THE NATIONAL NEWSPAPER OF MARKETING

Ghanese Goal: 'Fridge Full, Car Full, Been-To' . . .

Martineau Presents Fresh Rebuttal to Critics' Charges of Waste, Obsolescence in U.S. Economic System

By Pierre D. Martineau
Director of Research and Marketing
Chicago Tribune

At the 10th annual International Conference of the Green Meadow Foundation in Zurich, Switzerland—a forum for the free exchange of ideas among the peoples of the world—Pierre Martineau, director of research and marketing of the Chicago Tribune, took a fresh look at the problems of abundance, product obsolescence, and other phases of American economic life which have been the targets of critics. "Certain social critics," he says, "cleverly appeal to outdated mores and customs so that the issues of waste and obsolescence become a moral question, whereas what we are witnessing is a matter of economics." In the full text of his speech reproduced here, he develops an unusually interesting viewpoint on a society of abundance and its moral and social values.

At the pre.ent time in the U. S. there is little or no popular debate about the relative valie of different economic systems, as there was in the 1930s for example. Perhaps this is because we in the U. S. see our own economic system as organically related to our way of life. Material abundance and political freedom appear to us as having a causal relationship. Those peoples in history who have had the greatest political freedom always have been those with the most material goods, and we feel that one is the cause of the other factor and vice versa.

At any rate, it goes without saying that in any free society with mass communication, there will always be dissent and disagreement, certainly about important things. Naturally the targets of the social critics, the fashionable targets, will change from time to time. In the U. S. currently, the business community has become a target of the social critics; the business community not as owners but as managers, as manipulators.

There can be no doubt that one of the primary sources of this attack, generally by middle-class intellectuals, on the business community and on our American material abundance is simply guilt. The vast majority of Americans have recently been given access to a heretofore unheard-of abundance of goods, precisely at a time when the American public has had to assume worldwide responsibilities in a world which is severely lacking in material goods.

■ We see our own wealth against a background of deprivation, poverty and often actual starvation. Under our crop support program, our food surpluses have become an embarrassingly unmanageable problem. The U. S. Department of Agriculture faces enormous difficulties finding storage space for our incredibly huge surpluses of crops, at a time when one-third of our fellow human beings in other parts of the globe have trouble getting enough to eat.

Much of the guilt, irrational as it is, is presently being directed against the closest target, and by an ironic paradox, the architects of abundance are perceived as somehow harming the community at large. I should like to examine briefly some of these charges which are accepted as fact: That American manufacturers are making obsolescence and waste unavoidable; that their products are deliberately shoddy and of poor quality; that American automobiles are a stupid example of waste; and finally that this waste which has been forced upon us by the business community is a moral problem.

■ It is a common experience in science that several scientists will look at the same material from a different perspective and arrive at entirely different conclusions. This is my position: That if all these value-judgments and anecdotes are looked at from another point of view, they will be seen in a positive sense simply as part of any society's adjustment to a higher standard of living. The issue is not a moral problem at all but merely an economic one.

Planned Obsolescence: Are We Dealing with Facts or Opinions?

These opinions and these charges of planned obsolescence have been repeated so often by American social critics that they have come to be accepted as facts; disturbing facts! But opinions are not necessarily facts. Public opinion in the 15th century very clearly held that the earth was flat. But that was not the fact. Intellectual opinion 40 years ago calmly accepted the Newtonian scheme of physics. Today we know that many of Newton's laws were not facts.

Apparently you people in Europe are concerned that this so-called planned obsolescence in America will be imported to become a basic part of your economies, as evidenced by your making it a principal subject of your conference. Before I develop my own thesis, therefore, it is probably important to show how the charges of planned obsolescence, of deliberate waste-making, of unscrupulous manipulation of the consuming public through advertising all rest on value-judgments supported by a few anecdotes. They are not supported by any objective scientific data in the true sense at all.

■ First, let me examine the commonly accepted viewpoint that the American automobile manufacturers were foisting on a gullible public a ridiculous product with unnecessarily high horsepower, huge size and huge tail fins, with gaudy chromium decorations and silly interior trappings. The importation of European cars rescued the gullible American public and forced the Detroit manufacturers to produce simple and smaller compacts. If you would believe these angry social critics. Is this the factual reason for the acceptance and the popularity of the European imports and the compact in America? I say it is not.

What transpired was merely a changing public taste, a change in style. This could not be interpreted as a return to sanity, nor was it a phenomenon which anyone could have deliberately started or halted. The first principle of marketing in a free society is to manufacture products which meet the shifting public tastes, and that is all that the American acceptance of European smaller cars and American compacts was—a shift in public taste. Tired of excessively large tail fins and chrome decor, public taste merely shifted to something else as an exciting new style.

Public Taste Now Shifting From Simple to Deluxe Compacts

As proof of this witness that now, in 1961, public taste is veering right away from the compacts with simple design to the deluxe compacts: 70% of the Chevrolet compacts are the Monza models which feature airplane seats and cost approximately $600 more than the regular Chevrolet compacts. So enthusiastic has been the response of the buying public to this deluxe model that every other General Motors and Ford compact has been forced to introduce competing models offering high horsepower engines, luxury interiors and expensive added features. The sales of every single European import except Volkswagen are sharply lower in America.

In other words, the apparent return to simplicity and economy was nothing but a momentary vogue. As one automobile executive stated, "If we depended on the buyers who consider the automobile only as a means of transportation, we would go bankrupt." Ford has rushed to introduce the Falcon Futura equipped with sports-car-type bucket seat , pile carpeting, upholstery padded with foam rubber, and chromium wheel covers.

■ Robert McNamara was president of Ford Motor Co. before he became Secretary of Defense in President Kennedy's administration. He was responsible for the introduction of the Ford Falcon and he directed Ford Motor Co. toward simplicity and economy of operation which caused it to lose ground competitively to General Motors. A Ford executive told me recently: "We are certainly glad he is gone because he was taking us straight down the road to austerity." And contrary to all the angry critics, the buying public does not want austerity.

It is interesting to note that the most popular funeral hearse in America is the Cadillac. Even in death, the American does not want austerity. He wants to be transported to his last resting place in a very expensive, deluxe Cadillac.

In short, what I have said is that all this nonsense about the automobile as a symbol of deliberately planned obsolescence illustrating the villainy of the business system is just that: Nonsense. The size, the design, the unnecessarily high horsepower were simply a response to the shifting tastes of the buying public. The manufacturer and the marketer should understand that they are producing goods to meet the tastes of the consumer and not the social critics, or they will soon go out of business.

Even in Russia, Consumer Is Concerned with Style in Goods

The power of style, the fact that consumers are not satisfied merely with the functional properties of goods, is illustrated by an Associated Press report from Moscow on the poor sales of clothes

and shoes in GUM, Moscow's huge department store. The Director Kameniev told an *Izvestia* reporter that certain factories with which he was required to deal continued to supply old-fashioned footwear that even the Russians refused to buy because it was so unattractive.

"It's the same way with clothing," the GUM director continued. "The coats and the dresses are old-fashioned with very dull colors." Despite his protests, manufacturers continue to make the same old-style dark, unattractive raincoats "made for monks." Kameniev demanded, "For whom are the factory directors working —for the buyer or the warehouse?" Even in the Iron Curtain countries, where the consumer has a very meager choice of goods, he refuses to buy things which do not meet his standards of style.

▪ As for another charge which has been frequently repeated by social critics, that American manufacturers deliberately produce poor quality goods as part of this scheme of planned obsolescence, this overlooks the fact that U. S. business has an automatic device to minimize waste or irrational obsolescence—namely competition. The consumer has a free choice of many brands in many stores, and if the manufacturer does not produce top quality goods to a given price market, competition would destroy him. The curve of excellence steadily goes up. Occasionally there are excesses and now some appliances are taking a stance of durability and no change in models.

But the long term trend has always been toward better products. American business steadily has driven for efficiency in distribution and manufacturing. We get maximum productivity from getting the most out of our factories. Expenditures for research and development of new products and new features have become an enormous continuing part of the operating structure of every important firm.

Some Manufacturers Have Had to Make Concessions to Quality

There are some special areas such as the home appliance field where the manufacturers have had to make some concessions to quality to avoid the inevitable price increases demanded by inflationary costs. American automobiles are priced at two to three times the level of 25 years ago. But the appliance manufacturers have tried to keep the same price levels although the same pressures for increased costs are as inherent as they are in the automobile industry. Instead of an electric fan priced at $75 or $80, it is still possible to purchase this item for $23, just as it was 20 years ago. It can't be of the same quality and durability, and as a buyer, I don't expect it to last as long.

This is not planned obsolescence but an attempt to maintain a price level which will make these goods available to millions and millions more buyers. It is worth noting, however, as reported in *Business Week*, that service calls on 1960 Frigidaires are running 61% below comparable 1948 models, and service calls on 1960 washing machines are 76% below 1948 models.

▪ In a consumer society where goods obsolesce, the individual is not the victim of his goods. They are dynamic possessions. We get rid of our goods, our property, our automobiles. We merely see them as some of the pleasures of life. In America we don't expect our mass-produced television sets, our clothes, our furniture, our appliances, our automobiles to last a lifetime. We don't want them to last a lifetime because we know that in the vagaries of style, they will some day be outmoded and we would like to feel free to discard them, even though they may have years of usefulness to them. We expect them to be of reasonably good quality. But if they should require service beyond a certain point in time, we would rather get rid of them and buy new goods.

In South America, where automobiles have very high import duties, people buy them with the expectation they will last for years. In the U. S. we don't expect to keep them more than three or four years. Why? Because we are a rich country and we feel we can afford to live in this manner.

Our Riches Disturb Us

This is what disturbs us and causes us to discuss the problem of obsolescence as if it had moral implications. In a rapidly changing technological society which is compressing into decades vast revolutions in social attitudes which it formerly took 1,000 years to accomplish, there will always be some from other generations who view the changes in a moral framework. Our fathers told my generation in the U. S. that we did not know how easy life and education had become for us. They went to one-room schoolhouses at great distances, and only after years of struggle was my father able to reach college.

Now I am telling the same story to my daughter, that education has become much easier as she attends a high school with three swimming pools and beautiful gymnasiums. There will always be those who cling to the ideas and viewpoint of their youth, who will consider the changes as wasteful and morally wrong.

Certain social critics cleverly appeal to these outdated mores and customs so that the issue becomes a moral question, whereas, as I have stated earlier, what we are witnessing is a matter of economics.

▪ One respected economist has pointed out that instead of characterizing the nations of the earth as the developed and underdeveloped countries, they should be classified into the rich and the poor countries. The rich countries would include the U. S. and Canada, Western Europe, and Australia. In the rich countries there is high respect for work and leisure, for saving and consumption. We have enormous respect for work, partly because work becomes a way of life for most of us, but mostly because we want the fruits of work: Leisure, better health, security, and more material goods.

In the U. S. we have a widespread phenomenon of men working at two regular jobs, not because they are underpaid, but because they want more and better things for their families. In some parts of the country they are called "moonlighters" and in other areas "lamplighters." They may be teachers, well-paid mechanics, off-duty soldiers and sailors, policemen, firemen, people from many occupations. Recently the superintendent of police of the city of Chicago tried to forbid people to hold two jobs. Public resistance was so great that his order was rescinded by the mayor.

Another of the most startling changes of the postwar economy in America is the mass movement of married women into business and industry. It is estimated there are 12,000,000 working wives, working so that they may have certain economic freedom of their own and more of what are considered the good things.

Gains in Discretionary Income

The tremendous economic gains of the working classes in the U. S. in the past decade have led certain writers to state that for the first time in history a sizable proportion of the population of the world is free from any fear of famine. In the U. S. also it is estimated that virtually every family has a certain amount of discretionary spending. Now at least one-fourth of the average family's income is not needed for the essentials of living, and it is estimated that this will rise to one-half of the family income in the next ten years.

This factor of discretionary income in the hands of most of the population is now also becoming true in the majority of the western countries. Whereas formerly only a handful of people in any country could afford luxuries, your economic gains have caused widespread ownership of automobiles and household appliances, savings, travel, housing, leisure activities, and a sense of economic security.

An enormous part of the almost general prosperity in the U. S. rests on the solid base of radically different social attitudes. The industrial unions have contracts which automatically raise their

BIZ QUIZ

Compiled by Lester Leber

WARNING! These aren't easy. Nobody is likely to know all the answers. But a well-informed adman should get at least a dozen right. You'll find the answers on Page 128.

1. Medium with the largest advertising revenue is
   (A) Television (B) Magazines (C) Newspapers
2. Which of these trios accounts for the biggest total expenditure in major media?
   (A) General Motors, Ford and Chrysler
   (B) Procter & Gamble, General Foods and American Home Products
   (C) R. J. Reynolds, American Tobacco and Philip Morris
3. Banks have been increasing their advertising budgets at a healthy rate. Their favorite medium is
   (A) Newspapers (B) Television (C) Direct mail
4. Of total magazine circulation, subscriptions represent
   (A) One-third (B) One-half (C) Two-thirds
5. Largest outlet for magazine single-copy sales is
   (A) Department stores (B) Supermarkets (C) Drug stores
6. Three years ago there were nine "soap operas" on network television. Today there are
   (A) Nine (B) Three (C) None
7. Compared with the rest of the year television viewing during July and August
   (A) Remains fairly constant
   (B) Declines 10%
   (C) Declines 30%
8. When McGraw-Hill made a study of 5,000 full-page advertisements it found that the highest readership was earned by those where illustrations occupied
   (A) Less than one-third of page
   (B) One-third to two-thirds
   (C) Two-thirds and over
9. Burma Shave's announcement that it is starting to use tv spots focused attention on the company's past use of roadside signs. At their peak the country-wide sets of jingles (each set on four or five boards) totaled
   (A) 600 (B) 6,000 (C) 60,000
10. Of their gross income the share that U. S. airlines spend on "sales, promotion, advertising and public relations" is
    (A) 5% (B) 10% (C) 15%
11. "Multiplex" refers to
    (A) Printing (B) Broadcasting (C) Data compilation
12. "Electrostatic" refers to
    (A) Printing (B) Broadcasting (C) Data compilation
13. Frequently used measure of economic conditions is GNP (Gross National Product or total value of all goods and services). Last year it was
    (A) $100 billion (B) $500 billion (C) $ Trillion
14. Fall-winter catalogs of the big four mail order houses show prices that, compared with one year ago, are
    (A) Lower (B) Same (C) Higher
15. Share of A&P sales contributed by private labels is
    (A) 20% (B) 50% (C) 80%
16. Which of these retailing giants does the largest volume of business?
    (A) A&P (B) Sears, Roebuck (C) F. W. Woolworth
17. Most popular stock in investment portfolios of big mutual funds is
    (A) AT&T (B) IBM (C) Texaco
18. Foreign car sales in the United States are
    (A) Declining (B) Static (C) Increasing
19. Number of Americans who paid a tax on 1959 incomes of over $1,000,000 apiece is
    (A) 28 (B) 280 (C) 2,800
20. Compared with biblical allotment of three-score-and-ten, average life span in the U. S. is
    (A) Less (B) About the same (C) More

Categories?... (YOU NAME 'EM!)

Good Housekeeping reaches more Women Readers for each advertising dollar than the biggest monthlies, weeklies and bi-weeklies

CATEGORY 1. COST PER THOUSAND TO REACH WOMEN READER HOMES WITH CHILDREN:

Good Housekeeping	$4.37	Women's Service D	$6.36
Bi-weekly B	$7.70	Women's Service E	$6.82
General mass weekly C	$8.83	General mass monthly F	$5.59

CATEGORY 2. COST PER THOUSAND TO REACH WOMEN READER HOMES WITH INCOMES OF OVER $8,000:

Good Housekeeping	$8.41	Women's Service D	$11.81
Bi-weekly B	$18.26	Women's Service E	$14.31
General mass weekly C	$18.20	General mass monthly F	$10.14

CATEGORY 3. COST PER THOUSAND TO REACH WOMEN READER HOMES IN A & B COUNTIES:

Good Housekeeping	$3.78	Women's Service D	$5.73
Bi-weekly B	$6.74	Women's Service E	$5.79
General mass weekly C	$7.49	General mass monthly F	$4.40

ALL CATEGORIES. COST PER THOUSAND TO REACH WOMEN:

Good Housekeeping	$2.45	Women's Service D	$3.53
Bi-weekly B	$4.39	Women's Service E	$3.66
General mass weekly C	$4.98	General mass monthly F	$2.76

Because Good Housekeeping can command a 50¢ newsstand price and a premium subscription price, it excels in every quality category important to the advertiser.

Because Good Housekeeping's readers pay a fair share of the cost, the advertiser enjoys *equitable* rates. The highest dollar efficiency among Nielsen-measured major magazines.*

*Nielsen Media Service #1 and latest announced rates, 4-color bleed pages

Good Housekeeping will continue to lead the way in preserving equitable rates for advertisers. Its announcement that current advertising rates will be maintained through June, 1962, as a result of the premium price, confirms this.

Good Housekeeping

Magazine and Institute / A Hearst Magazine

REPLACEMENT OR REFUND OF MONEY
Guaranteed by Good Housekeeping
IF NOT AS ADVERTISED THEREIN

wage rates when there are gains in productivity. Most unions have contracts with such fringe benefits as health and accident insurance and paid vacations. Their contracts also contain so-called escalator clauses to offset inflation so that wage rates automatically go up whenever the U. S. Bureau of Labor Statistics reports any rise in the cost of living.

These figures, which are supposed to be the costs of the necessities of living, now include the cost of an automobile and the cost of beer as being necessities for everyone. The standard work-week averages between 40 hours and 35 hours and many unions are campaigning for reductions to 30 hour work weeks; the factory and service workers are thus enabled to enjoy leisure time activities formerly reserved only for the wealthy segments of the middle class.

Virtually every large corporation in the U. S. is operated not by the founding entrepreneur but by members of the professional management class who are thoroughly conscious of their responsibility for the welfare of their workers.

Abundance, Social Responsibility Boost Standard of Living for Masses

Obviously this general abundance and this consciousness of social responsibility on the part of business management and political leadership has pushed up the national standard of living to fantastic new levels for the great masses of the population. This is becoming true in most of Western Europe. This is the aim of the leaders of the underdeveloped countries, to achieve economic growth which will satisfy the wish for more goods and better education. There is a Ghanese song which reveals these desires, portraying the ideal man to marry is the one with a "fridge full, car full, been-to," which means a man who owns a refrigerator and an automobile and who has travelled abroad.

We in North America, and you in Western Europe, are in the process of re-educating most of our people to the higher standards of living made possible by greater productivity. Every society teaches its young to adopt certain rituals and mores, certain values and attitudes, a certain way of life.

The U. S. came into being as a pioneer society where it was highly important to utilize everything merely for survival. We were a rural society dominated by Puritan notions of plain living and high thinking. Frugality was literally a religion. One of the greatest early Americans coined the phrase which expressed our national thinking: "A penny saved is a penny earned."

■ But the U. S. is no longer a pioneer society and a rural society, nor a poor society. We don't train our daughters how to bake bread or to weave and make clothing or to stomp washing at the river or to work in the fields or to make soap from wood ashes because it is no longer necessary. We teach them to live in the U. S. as it is today, a wealthy nation where a woman is freed from such body-grinding drudgery by our productive systems. We have literally achieved 100% electrification of the homes in this country, so that even in the most remote areas, families have labor-saving appliances.

In the past two decades, huge masses of poor white and Negro farmers migrated to our cities because we have developed a productive capacity to employ them in factories at much higher wages. The Chicago area now has approximately 1,000,000 Negroes. When they came, they were mostly tatterdemalions with holes in their shoes and ragged clothes. Their adaptation to infinitely higher standards of living has been a process of adult re-education in the broadest social sense.

■ The adaptation of the whole working class in America to much higher standards of living is adult re-education. As I said earlier, if these factors cited by the social critics as waste and obsolescence are viewed from a different perspective, they will be seen as a national adaptation and re-education to a realization that we can afford a better way of life and the privilege of accommodating our rising tastes.

U. S. Worker Has Choice of Goals

Some observers complain that we in the U. S. have no national purpose, whereas the Soviets have definite goals. We can look at things in a different light and say the Soviets impose their goals on people whereas we let people choose their own goals. Is it wrong if a mechanic goes fishing instead of studying Greek in his spare time? We don't think it wrong if he chooses to own five suits instead of one suit covered with grease spots and patches which would serve the mere functional purpose of clothing.

The Russian astronaut Gagarin who circled the globe was rewarded for this remarkable feat by being allowed to move his family into a one-family apartment. Not only our national heroes but virtually every family in America is encouraged to own its own home if it wishes to do so. Ownership of electric refrigerators and television sets is almost universal, certainly in the towns and cities.

■ Certain respected schools of economists and philosophers assert that the genuine needs of everyone in the U. S. have already been fulfilled and that business is the villain because it employs advertising to convince people they require unnecessary needs and thereby purchase unnecessary goods. In spite of the spectacular economic gains of the American lower and middle income class, they are still not satisfied with wage rates because their tastes are steadily rising because of several forces.

In the first place, needs of the individual family will never be constant as our technology constantly introduces better products and different products which create new wants and needs. The air-conditioning field is an example. In the southern part of the U. S., the natural heat of summer makes living very unpleasant. In the southwestern states such as Arizona and Lower California, which contain much desert country, life there in the summer was unbearable because of the intolerable desert temperatures.

But the widespread adoption of air-conditioning in the past five years has changed all of this, particularly air-conditioning in homes and automobiles as well as in the shops, factories, trains, and recreational facilities. It is now possible for anyone to live comfortably in these areas without any climatic extremes. The fastest growing state in the U. S. in the past decade was Florida, with a 75% increase in population, and California will soon be our largest state, with a population of about 16,000,000 in the 1960 census.

■ My point is that people had no want for air-conditioned homes and air-conditioned automobiles until technology made them available. In spite of the economists and philosophers who argue that advertising has created an unnecessary want, people in these areas now believe that air-conditioning is essential for pleasant living.

For that matter, even in the North every office building, every store, every train and airline, has now come to regard air-conditioning as indispensable. My wife no longer has the arduous daily task of washing dishes because technology offers her the electric dishwasher. I no longer have to exert the extreme physical energy of pushing a lawn-mower because technology has given me the power mower. We have come to see all these and many more artifacts as genuine needs, and technology will continue to present new products in the future which also will come to be regarded as necessary for decent living.

Technology Saves Human Resources

We cannot go back to the ideas of the past. We will not return to an economic and social system where the great masses of people labored 70 hours weekly, where children worked in sweat shops and coal mines, where every man and woman except the very rich was confronted with a certain amount of physical labor in his daily living. Technology and our productive system offer a very visible saving of human resources.

Neither will the genuine needs of Americans ever be static because of the rising tastes of the population. The wish for ownership of automobiles, homes, for style in the goods we buy, even the acquisition of esthetic appreciation are evidences of rising taste. All retailers have to constantly modernize their stores because the shopper takes into account not only the price and quality of goods, but whether or not the store itself meets her new standards of esthetic taste.

The downtown stores in every big American city are losing customers steadily to the outlying shopping centers, which not only are far more convenient, but also are far more beautiful. From the viewpoint of the past, the fountains, the art shows, the park-like atmosphere of the newest and biggest shopping centers may appear wasteful and unnecessary. But from another perspective, this concession to rising public taste is merely part of our learning to enjoy the fruits of

The Creative Man's Corner . . .

No Gimmicks Needed

Send 'em back to school safe and happy on a beautiful, built-to-last Western Flyer

The Ogilvy's, the Bernbach's come and go, but no one will ever improve on a bicycle ad. The bicycle ad is like the Book of Genesis—it has been told once for all time. Show a boy, or a girl, or a boy and a girl, riding happily on a bike. Say anything you want in the headline. But, in the body copy, talk about features—like a three-speed gear assembly, a coaster brake plus front wheel hand brake, a six-volt self-generating headlight and tail-light. Tell the drooling young reader that it has chrome fenders and a five-coat black enamel finish—or comes in red for boys and in turquoise for girls. Announce a selection of 36 models to choose from.

How realistic. How strictly factual. Yet what else sets a young mind to dreaming and hoping so fast? You can see yourself in the model's place. You can feel the tight, resilient bump of the bike over the joints in the concrete—nothing rides so firmly as a spanking new bike! You can sense the wind in your face, imagine the looks of envy from those who see you ride by.

Old-fashioned? Corny? Not at all. Even to the dog. Dogs chase bikes, don't they? Especially if they're *your* dog. No need for an eye-patch here. Or a beard. Or a cigar in the dog's mouth. Just the facts—that's all. Just the facts.

FACT: During the first six months of 1961 only two magazines in the land carried more pages of consumer advertising than did SPORTS ILLUSTRATED.

Behind that statistical fact are the consumers this consumer advertising reached.

They are the families who seek the best reporting of the liveliest subject in living today—and find it in SPORTS ILLUSTRATED each week. They are the families in the vanguard of the mid-century boom in golf courses, marinas, camping, bowling, sports cars, swimming pools. They lead the move to the more self-expressive, participating way of life that stands for the Sixties. Energetic homeowners, they emphatically are not homebodies.

They are, in fact, the active people who make active markets.

Statistically—They are more than 950,000* young, successful families . . .

They have a median annual income of $10,835, nearly twice the national median . . .

Almost four-fifths of them own their own homes, one-third of which are valued at $25,000 and over . . .

The median age of the head of the household is 42, among the lowest of all magazines . . .

Of the 69% of heads of households in business, one-third are already in top management—partners, owners or presidents of their companies . . .

These consuming families attracted enough consumer advertising to make SPORTS ILLUSTRATED third among all magazines—exceeded only by the New Yorker and Life—in pages of consumer advertising. More and more, advertisers of more and more contemporary products and services recognize that

SI is a basic buy

*1,000,000 effective January 8, 1962

our productivity.

The Bell Telephone system in the U. S. has been very successful with the introduction of colored telephones and specially designed telephones which have caused families to add a second telephone in their homes. Our social critics have pointed to this use of color in such a functional instrument as the telephone as an example of unnecessary waste.

■ From the beginning of time, folk-art throughout the world has always been characterized by a rich use of color. Paintings, tapestries, peasant costumes reveal this human liking for color. Why is it waste if we choose to color the world around us? The old notion of folk-art has disappeared in modern urban society. We don't carve triangles in doors anymore.

But now we can afford to buy things which will satisfy this wish for color and beauty. The fact that I personally have three telephones in my home, one of which is my 15-year-old daughter's private phone in a color to match the decor of her room, is not a question of waste at all. This is merely something I can afford which offers convenience and the pleasure of color.

Leisure Time, Consumption Patterns Not Responsibility of Business

The real determinant of economic growth in the rich countries is no longer the production of goods but the consumption of goods. Our productive system affords extra income, security and an incredible amount of leisure time. What the individual does with his leisure time and the character of his consumption patterns is not the responsibility of business. Social education is the responsibility of philosophers, educators, churchmen and others who establish the goals of any society. Business is simply a means for the society to achieve its goals, not an end in itself. The field of industry is industry.

In a highly competitive free economy, whenever a business firm does not meet the consumer's tastes, it goes out of business. If the consumer would like color, attractive design, beautiful stores and new conveniences, then it is the responsibility of any business to itself to realize and satisfy these tastes.

■ The very considerable amount of re-education taking place in so many sectors of American life make clear that vast and rapid changes are occurring both economically and socially. As automation displaces large groups of workers in various industries, not only the government but various private industries are assuming responsibility for re-training these workers to work in other trades and industries.

We preach the values of better health, re-educating people to the immense progress of medical care. As millions of families move from the farms to the factories of the big cities, we try to re-educate them to the differing problems and modes of living in urban life. We are greatly concerned with leisure because our society has produced so much of it.

We preach the growing importance of education in the work skills required for employment. Many large cities have established special schools for those who stopped their formal education too early. With the ever-increasing numbers of older people, we are facing up to many problems we know we must solve. So also we know that our society must learn how to enjoy the fruits of our productive system.

■ One of the largest appliance retailers in Chicago chides himself and other retailers because they have not been imaginative enough to show the benefits and values of the new products in this field. The American airlines feel remiss somehow because only 20% of the American public has ever been in an airplane. The color television set industry wonders where it has failed to convey the pleasure such a set can offer.

The Kennedy administration offered a bill which would legalize house buying on the basis of no money down and 40 years to pay the mortgage. By widespread availability of consumer and mortgage credit, the family can buy almost anything on a time-payment basis.

What are the engines of social control? In the U. S. it is certainly not the government. Rather they are such forces as the school, the church, one's own group of friends and neighbors, the mass media of communication, and advertising.

Although it is a favorite target of some economists and critics of our business system, advertising performs a very useful function of information about the goods and services available in the market place. This is by far the most effective way to make the whole consuming public aware of the new products of our technology.

Proportion of Spending and Saving in U. S. Hasn't Varied in 100 Years

Lest there be an impression that this continuous rising of living standards is resulting in excessive spending, a leading economist at the University of Chicago states that the proportion of spending and saving in the American family income has not varied in 100 years. Personal savings in the U. S. are at alltime high records. The American is learning to live better but also to save more.

And which is the most vocal force advocating thrift? Not the schools, not the churches, not the social critics, but the business system. With effective advertising, the banks and savings and loan associations every day advocate saving. Not only with donated advertising do business corporations help the U. S. Treasury sell small government savings bonds, but they provide the accounting machinery in their own companies so these may be bought by the individual through systematic payroll deductions.

Not only do stock exchanges and leading brokers conduct educational programs advocating stock and bond ownership for the average individual as a means of sharing in the corporate growth of our economy, but many private corporations also have some sort of employe participation program whereby the savings of the employe will be matched by the company. So amazing has been the growth of mutual trust funds and security purchases by non-professional investors that newspapers now carry financial columns specifically directed to this small and inexperienced investor.

■ So violent has the basic social structure of most rich countries like the U. S. been altered in recent years that it is useless to make judgments by employing parallels with the past. What is called planned waste is merely an adaptation to another standard of living. When you have a good apple crop, you eat the good apples and discard the others. If you have a poor harvest, then you eat the wormy ones and all. Our economy happens to turn out a good harvest.

The management of every large corporation in the U. S. is in the hands of a managerial class which operates on the principle of a reasonable profit, not an exorbitant profit, and reasonable wages and salaries for the workers. As the unions and management sign their contracts, both of these factors are considered. If an industry seems to be making unreasonably high profits, then it is called before the bar of public opinion and legislation, as is happening to the ethical drug industry today.

U. S. Assumes Moral Responsibility for Economic Growth Elsewhere

If our consumption patterns in the U. S. and our standards of living seem unprecedently high, I need scarcely remind you that we also have assumed a moral responsibility for the economic growth of underdeveloped countries all over the globe. For the first time in human history, one nation has taxed its citizens so that it could offer $90 billion in economic development aid to others.

■ Let me close by citing a current mannerism among American factory workers. On their work clothes each has his name sewed plainly like a badge. To him this is a symbol that he is an individual. He doesn't want to be a faceless cog, he doesn't want to be regimented. He wants to be free to think and act as an individual, and this includes a freedom of his spending and saving patterns.

For him as for the great majority of Americans, the acquisition of material goods is a concrete proof of his tremendous social and economic gains within the past decade. If he wants to spend his wages for a camera, a boat, or an automobile, he doesn't need any social critic or middle-class intellectual to sneer that this is waste. To him those are the good things of a highly productive system.

The critics of democracy often argue that it is not efficient enough. But we also give great freedom in the belief that growth will come from this freedom. If an executor runs an estate, there will be certain fixed charges. Our consumption patterns are merely the costs and charges of the way we run our estate. #

What's Doing on the Legal Front . . .

Title Protection Problems

By Sidney A. Diamond
Member of the New York Bar

It once was reported that a prominent motion picture producer paid $25,000 for the right to use the title of a book called "Napoleon." While this story probably is either a joke or a press agent's invention, it does make two points: Titles are worth money, and there is much misunderstanding about legal rights in titles.

Sidney A. Diamond

To begin with, the copyright law does not protect titles. A title by itself is not considered a literary work and will not be accepted by the U. S. Copyright Office. And copyrighting a literary work protects the contents, but not the title. The same rule applies to music, plays, motion pictures and anything else that can be copyrighted.

This rule is a practical necessity. Titles tend to be short and there are only a limited number of usable combinations of common words. A glance at one of the volumes in which the U.S. Copyright Office indexes new works will show numerous duplications and close resemblances among titles. Many of these works are complete failures; some of them are copyrighted in manuscript form and never achieve publication. An intolerable situation would be created if someone could claim copyright infringement merely on the basis of priority in the use of a title.

■ The law of trademarks does not protect titles either. A title cannot be registered in the U.S. Patent Office as a trademark because it is simply the name of the book, play or other property to which it is attached. The trademark law treats a title like the name of a product, not a brand name. There is an important exception to this rule when the title identifies a series, rather than a single item. The title of a magazine therefore (if it meets other legal requirements) can be registered as a trademark. So can the title of a radio or television program series, although technically that is a service mark rather than a trademark because it applies to entertainment services rather than some kind of goods.

Series titles should be registered whenever possible. The federal trademark law provides definite advantages for registered marks that are very helpful if it ever is necessary to bring suit for infringement.

■ Apart from these special cases of series titles that are registered in the U.S. Patent Office, the branch of the law under which titles must seek protection is known as unfair competition. There is no federal law of unfair competition, so that the results may vary from place to place and from time to time depending on the views of individual judges and the legal precedents in their particular states. The law in general has grown more liberal, however, and there are some basic principles that are recognized fairly uniformly, although there may be differences of opinion about how they are to be applied to a given set of facts.

In the first place, a purely descriptive title will not be protected at all. There is no need to pay anyone for the right to use "Napoleon" as the title of a motion picture based on Napoleon's life story. The same would be true of "How to Play Contract Bridge," "The History of Advertising," "A Trip to the Moon" or any other title that simply describes what the work is all about.

Secondly, even a distinctive title will not be protected unless it has some current significance for the general public. Merely creating a title is not enough; it must be promoted so that the public will associate it with some particular book, program, song or picture. If the public never finds out about the title, or if a once-known title is forgotten, others are free to duplicate it.

If there is a borderline case between descriptiveness and distinctiveness, promotional effort will swing the balance. A highly publicized title can acquire distinctiveness through public exposure, even though it consists of commonplace words.

■ Some examples from the law books will give a more concrete idea of what happens in title piracy cases.

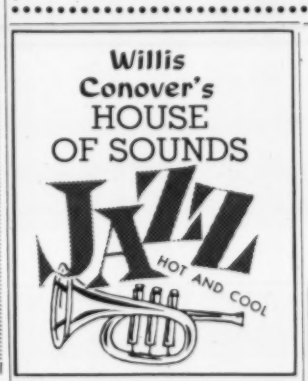
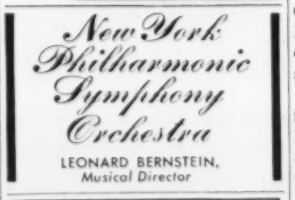
The owner of the rights to a magazine story entitled "Broken Doll" complained about the use of the same title for a motion picture 15 years later. Result: no protection.

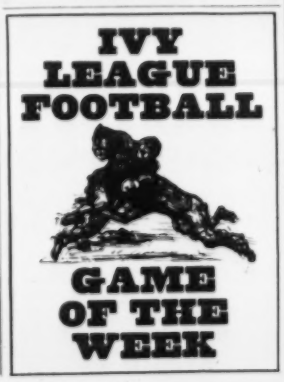
A radio program was on the air for six months. Three and one-half years afterward, someone else produced a program under a similar title. Result: no protection.

"That's Right, You're Wrong" was the title of a motion picture. Twenty years earlier, an unsuccessful play had been produced under the same title. Result: No protection; any impact the play might have made on the public was dissipated as the result of the passage of time.

"Slightly Scandalous" was an unsuccessful stage play. However, it did try out in Philadelphia and open on Broadway; it also was publicized in Hollywood. After it closed a motion picture based on an entirely different story was released under the same title. Result: The play title was protected; there had been a

12th Sterling Year
THE JACK STERLING SHOW
featuring:
The Sterling Quintet with Tyree GLENN, Mary OSBORNE and her ALL-GIRL GUITAR!
MONDAY—SATURDAY 6-10 AM





WAY OFF BROADWAY

Along Castleton Avenue in Staten Island, River Road in Red Bank and Bradley Street in Westport, these are the shows that are drawing bigger audiences than all the Broadway and Off-Broadway theatres put together.

In the entire New York area—where show biz is the most—the radio station that presents the most (and virtually the only) show business as usual is WCBS Radio. National headliners such as Arthur Godfrey, Art Linkletter, Garry Moore, Bing Crosby and Rosemary Clooney appear with New York's favorite local stars.

Around town, the "crack" of dawn has come to mean another Sterling witticism as The Jack Sterling Show opens the bill from 6-10 am for the 12th straight year.

Following the all-star CBS Radio Network line-up, Allen Gray opens the matinee with the New York company of the Housewives' Protective League. This is the famous "progra" that sponsors the product. Very big at the box office and the supermarket cash register.

For the rest of the afternoon, Bob Dixon, Martha Wright and Kenneth Banghart are At Your Service. Fashion, food, news, Dimension, traffic, weather and stock market reports. The new and exciting around town—concerts, restaurants, theatre, movies, sports events. Interesting guests. Fascinating talk.

Late Flash—just signed—Carol Burnett and Richard Hayes starting in the fall in an early evening program of music and comedy.

Even further off Broadway—in Boston, Chicago, St. Louis, Philadelphia, Los Angeles and San Francisco, to be precise—the other CBS Owned Radio Stations, too, are oases of adult entertainment. This *live* show business is another example of the kind of *idea radio* that makes these stations outstanding in their areas. Another reason why audiences applaud and sponsors find that there's big business in show business on

THE CBS OWNED RADIO STATIONS

WCBS New York **WBBM** Chicago **WEEI** Boston **WCAU** Philadelphia **KMOX** St. Louis **KNX** Los Angeles **KCBS** San Francisco **REPRESENTED BY CBS RADIO SPOT SALES**

recent prior use accompanied by substantial publicity. The California Supreme Court affirmed an award of $17,500, taking the practical view that even a flop attracts public attention, and noting that other titles had been sold for more.

■ Some courts have been reluctant to protect a title against unauthorized use in a different field. It was once ruled, for example, that a motion picture could not be confused with a song, so that a song title was denied protection against use of a similar title on a motion picture. Other courts have recognized the commercial value of a successful title in another field, and even the title of a poem, "The Ballad of Yukon Jake," was protected against unauthorized use of "Yukon Jake" on a motion picture. This is the more modern view. The change in legal perspective is dramatized by the fact that a court in 1913 denied protection to the book title "Nick Carter" when it was used for a motion picture, while a court in 1934 granted protection to the book title "Frank Merriwell" when that name turned up on a motion picture.

The title of a work that is in the public domain is in a special category. Anyone is free to use the work itself after its copyright expires, and the user automatically has the legal right to call it by its proper title. Walt Disney thus was unable to stop the release of a competitive version of "Alice in Wonderland" even though Disney had spent substantial sums in publicizing his forthcoming film of the same name. If there had been some fraud involved—such as advertisements conveying the false impression that the rival version was the Disney picture—the court presumably would have reached another result.

The right to use the title of a public domain work is somewhat different from creating a title out of the name of a public domain character. To take one well-known example, this was done successfully by the producers of the "Wyatt Earp" television series. The popularity of the program and the promotion of the "Wyatt Earp" name through merchandise licenses created such a strong association in the public mind between that title and the tv show that the producers were able to get court orders prohibiting unauthorized manufacturers from selling "Wyatt Earp" merchandise. The public had forgotten the real life character as such, and the name had come to identify a particular program. #

known as the 'NERVE' Center.

"The Production Department will become the Mechanical to Graphic Arts Bureau.

"The Research Department—the Motivational Investigation Department.

"The switchboard—the Mechanized Conversation Control Center . . .

"I shall see that you all are supplied with nuclear typewriters . . . electricity is old fashioned.

"I intend to replace salt tablets with 'GO-GO-GO' pills . . .

"I should like to see more contact among our people . . . so if you feel like hitting someone . . . go ahead."—Dan Maddock

What's My Line?

SOLD OUT
Until Next Year

reads an ad sent to us by Edward LaGrave Jr., of Truppe, LaGrave & Reynolds, Des Moines ad agency.

The entire copy reads as follows:

"In order that we can take care of our many old customers, no further new orders until 1961.

"Thanks, and a Merry Christmas and a Happy New Year!

KEITH E. MYERS
Ph. 50 Grundy Center, Ia."

"I don't have any idea what good old Keith is selling," says Mr. LaGrave, "but I sure hope that he doesn't run out of old customers . . . doesn't seem to want any new ones!"

Ad-ecdote Dept.

Well, we just hope we get this into print before someone else does.

It seems this Big Type Account was loose and was hearing presentations from a couple of Big Type Agencies and a couple of smaller, highly creative agencies.

After hearing each agency's pitch, the prospective client said, "Well, this has been very interesting, gentlemen, and now, I have just one more question. What time is it?"

The first big agency, noted for its highly organized research and marketing setup, replied, "Well, now, if you don't mind, we'd rather not answer that right off the top of our head! We'll check our marketing people and call you back this afternoon, okay?"

The man from the other big agency laid his hand gently on the client's arm and said, "What time would you *like* it to be?"

The head of the larger of the two hot creative agencies said, "See here, old boy, you mustn't bother your head with things like that. Let *us* worry about that. If it gets late, we'll *call* you."

And the head of the other creative agency said, "Nuts to you . . . go buy your own watch!" #

The Peeled Eye Department . . .

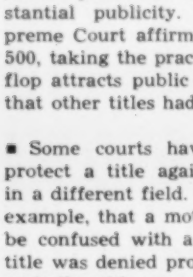
California, Here We Stay!

By Dick Neff

Non-Stop, Non-Start, Non-Fly?

A reader in Honolulu was kind enough to send along the following item. It's from an ad by Continental Airlines, and it reads:

"It's 5:00 p.m. aboard a non-stop Golden Jet 707 between Chicago and Los Angeles. Next . . . dinner, a liqueur and Chicago!"



Dick Neff

Says our reader: "Sounds to me like those Los Angeles-bound passengers ended up on a turn-back flight right back at li'l ole O'Hare airport where they presumably left from.

"Anyway if you want to use the item, don't mention my name, pls. From what I read, Continental Airlines is doing a terrific job (even if its flight between Chicago and Los Angeles ends in Chicago instead of Los Angeles).

Aloha" . . .

Well, so long as it isn't Havana, pal—who cares? Stewaress—how about another li'l ol' liqueur?

The Playful Makeup Man

"The crazy, mixed-up newspaper makeup man who can position ads side by side with hilarious results has a counterpart at NBC radio," writes J. Wendell Sether, assistant publisher of *The American Press*, Stanton, N.J.

"The other morning a WNBC announcer announced (as nearly as I can recall):

'Now, Pauline Frederick will discuss air pollution and how it became a world-wide problem.'

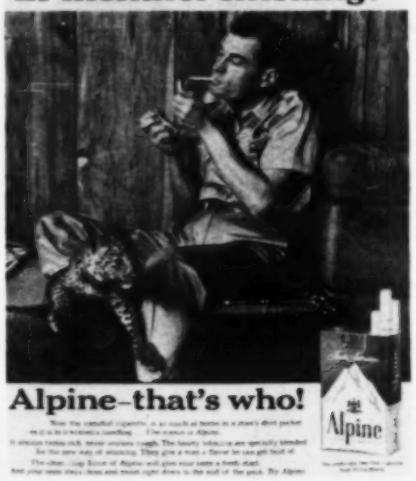
"Immediately, without a half-second's break, a singing voice came on:

'Who did it?

'How did they do it?

'How in the world did they do it?

'Who put the men in menthol cigarets?' . . ."



Conjures up an unpleasant picture all right—especially if that particular commercial really said, "Who put the men in menthol cigarets," instead of "in menthol smoking."

If Mr. Sether's version is the right one, we sure hope those Teenie Weenies are given a good scrubbing before they grind 'em up with the tobacco.

Traffic Man Takes Over Agency

Each summer the New York office of a well-known agency has an all-day outing for its staff at a nearby country club.

One of the prizes is for the department with the best name tags. Last year the traffic department won, and a member of that department was, according to tradition, made the agency's "President of the Day" this summer. Here are some excerpts from the memo he sent out upon assuming office:

"FROM THE OFFICE OF THE PRESIDENT
"ORDER OF THE DAY—'DIGNITY'

"Layouts will be called Rudimentary Visual Conceptions.

"The Traffic Department shall be

Salesense in Advertising . . .

Try for Immediate Buying Action

By James D. Woolf
Advertising Consultant

It is amazing how many general advertisers fail to make any sort of an attempt to induce immediate buying action on the part of the reader. The reader is asked to do nothing, or at best to "See it at your leading dealer's." This, I think, is often a mistake. Depending on the product and the objective, direct buying action should be the goal. Here are a few of the many techniques for prodding the reader into doing something:

James D. Woolf

1. Offer a free booklet of recipes, or of other useful "how to" information. If a small charge is made, remember that the number of requests received will be reduced sharply. If space permits, include a coupon; replies will be greatly increased. This has been demonstrated by many tests.

2. Offer a free sample of the product if your product is one that can be sampled. Here again, replies will be sharply reduced if a charge is made. (However, it is well to remember that when a charge is made it tends to eliminate children and indifferent prospects.)

3. Include in the ad a certificate worth a given sum of money, good for a limited time, when the product is purchased at a store.

4. Announce a special get-acquainted bargain price good for a limited time only.

5. Any kind of immediate price inducement. Bargain prices are a powerful price inducement.

6. "Buy a package from your dealer, send us the top of the package, and we will return to you the full purchase price."

7. Prize contests requiring the reader to do something—enclose a package label with his entry, go to his store for an entry blank and an examination of the product, etc. Once the contestant is in the store, there is a good chance he will buy the product.

8. Offer of a free trial or demonstration, and include a promise of "no obligation."

9. Offer of a free premium with the reader's purchase of the advertised product.

10. Win the reader's confidence with a strongly worded money-back guarantee of satisfaction.

11. Make your ad *selective*, appealing directly to readers who are logical prospects.

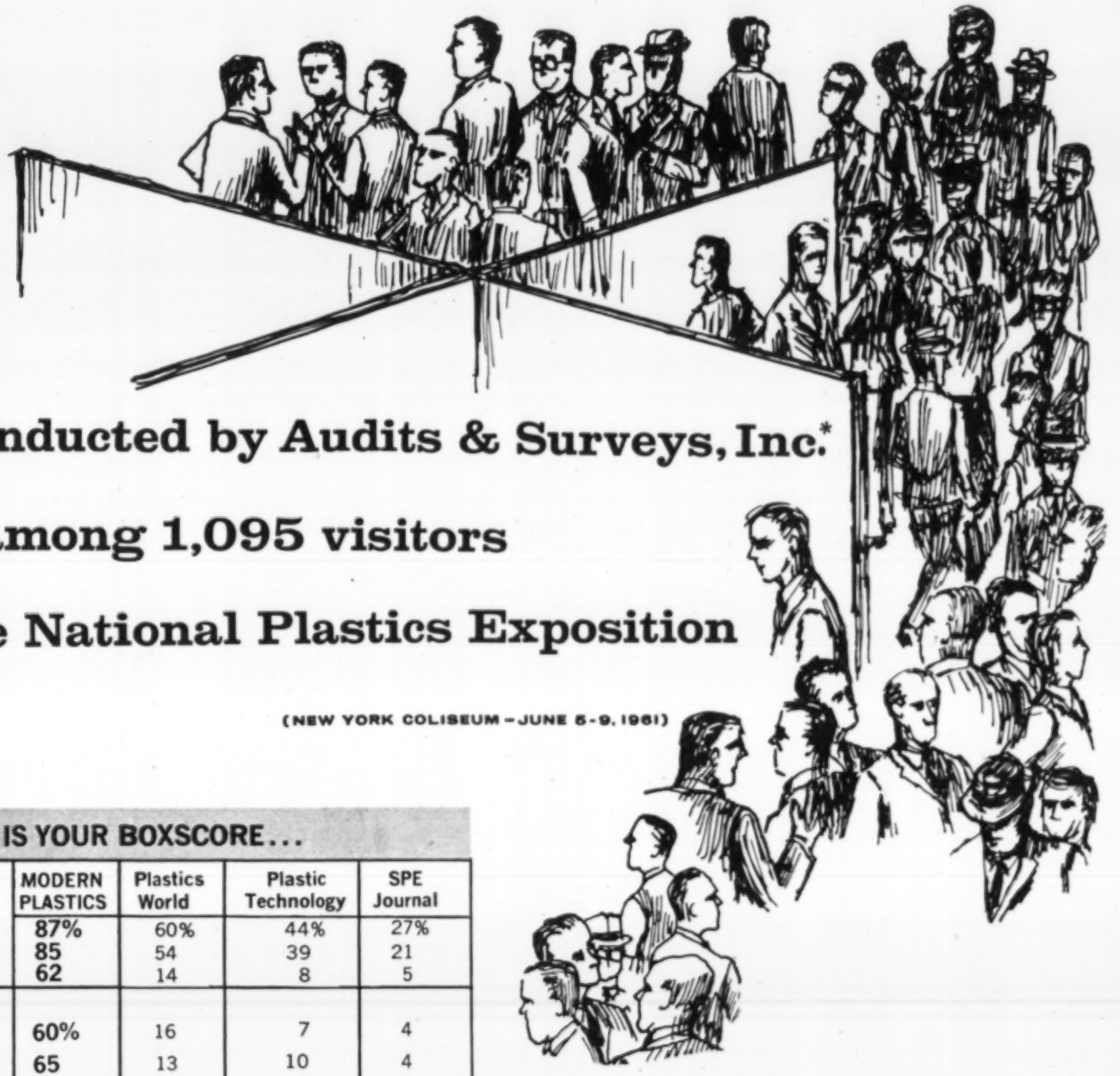
12. Make it easy for the reader to find your product. Offer to send him the name of your dealer in his town. (Recently I sought to buy a certain advertised product; I couldn't find it in five stores and I gave up.)

13. If you have a limited number of dealers, list their names when space permits.

14. Most people tend to procrastinate and put things off. The most effective way to hurry up prospects is to offer them something extra if they act now. #

* * *

Mr. Woolf's articles are available in a handsomely-bound 383-page book for permanent reference. Price $5.95. Write Advertising Publications, 200 E. Illinois St., Chicago 11, Ill., for "Salesense in Advertising," available on five days' approval.



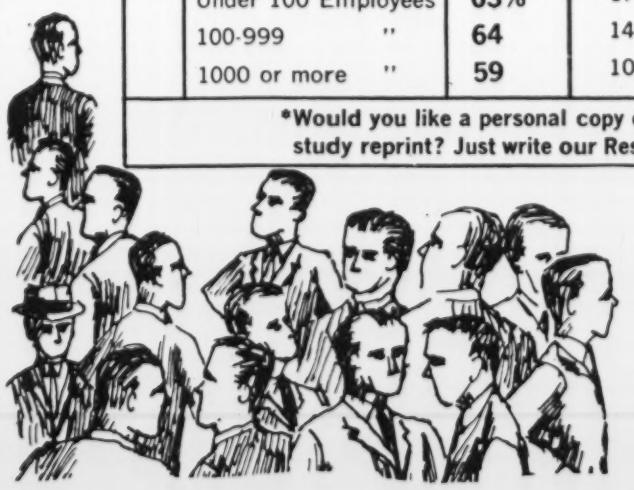
A study conducted by Audits & Surveys, Inc.* among 1,095 visitors to the National Plastics Exposition

(NEW YORK COLISEUM – JUNE 5-9, 1961)

HERE IS YOUR BOXSCORE...

		MODERN PLASTICS	Plastics World	Plastic Technology	SPE Journal
Received		87%	60%	44%	27%
Read Regularly		85	54	39	21
Most Useful		62	14	8	5
Most Useful	INDUSTRY CATEGORY				
	End User Industries	60%	16	7	4
	Custom Converters	65	13	10	4
	Suppliers	62	12	10	6
	BY JOB TITLE				
	Corp Execs, Gen Mgrs	70%	15	7	4
	Sales Mgr	58	26	4	5
	Chem Engineers	59	11	8	5
	Production Engineers	62	13	14	4
	Design Engineers	64	8	—	5
	Purchasing Agents	62	21	4	—
	INDIVIDUALS WHO PERSONALLY INFLUENCE PURCHASE OF...				
	Plastic Resins & Molding Compounds	66%	12	8	5
	Chemicals & Additives	66	13	9	5
	Machinery & Equip.	63	13	8	5
	PLANT SIZE				
	Under 100 Employees	63%	17	10	5
	100-999 "	64	14	8	4
	1000 or more "	59	10	7	5

***Would you like a personal copy of the complete study reprint? Just write our Research Director.**



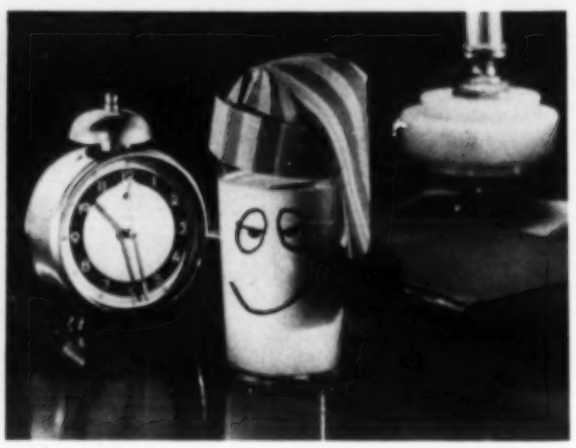
AS THE PROFIT-SQUEEZE increases; as costs keep climbing, climbing; as marketing problems become more complex, and media selection more confusing... isn't it heartening to know (see scoreboard left) that in one growing industrial sales area of major consequence, your only problem is how much space should you concentrate in MODERN PLASTICS.

MODERN PLASTICS

Authority of the field for thirty-five years—A BRESKIN PUBLICATION 770 Lexington Ave., New York, N. Y.

OFFICES: Atlanta, Chicago, Cleveland, Los Angeles, Frankfurt, London, Tokyo.

McMahan on TV Commercials . . .



American Dairy Assn.

Project Two: An Industry 'Workshop' Library of TV Commercials

"ADVERTISING: What It's Doing to Your Life" is a new 30-minute presentation with graphic examples of the work advertising performs in our free economy. Prepared by Mr. McMahan in behalf of the industry, the materials are now being duplicated for ad clubs and individual speakers throughout the country.

By Harry W. McMahan

It's a surprise I ever keep a client . . .

This year, so far, I have two dozen and two to spare. And it's a good thing for the spares because I nag 'em to death.

The last six months I've really given all 26 of 'em hell about how our business should be out telling advertising's story to the public at the local level.

Harry W. McMahan

A few skeptics. Most enthusiastic, though: Good idea, Harry, why don't you go see the Four A's?

For the next three weeks I was lost in committees at 420 Lexington but finally got the plan presented. Terrific idea, Harry, we'll put it in committee. The big problem was to find which committee.

Meantime, check TIO. Fine idea, Harry, but isn't this TvB's responsibility?

TvB said no, see Four A's. But it's a good idea, Harry.

Saw Four A's again. Still in committee. Someone said, shouldn't Harry show this to Hill & Knowlton?

February took me out for a week with a Los Angeles client and the IBA awards. While there I tried the idea on the Hollywood ad club. They turned it down (the only flat negative the plan was to receive). But the next month St. Louis gave it a big boost. And Minneapolis ad club principals endorsed the plan.

Back to Four A's. Busy. Hill & Knowlton was getting ready to present their plan. . . .

I covered clients in Cincinnati, Boston, Detroit. All promised cooperation. Some offered money to back the plan. Nope, money not needed.

To ADS for a speech. Tried it on AAW principals. Seemed sound, if AFA went along.

AFA, nagged in turn by a Minneapolis client, went along. They programmed it in Washington. Would Four A's go along?

AA (Advertising Age, that is) made up by programming it twice. Once for a private sponsor who offered to pick up the whole tab. Once for 400 dedicated souls who offered to take it out and put it to work. Momentum began to grow, at last.

Client up in Racine asked to see it twice, too. Then one in Pittsburgh called the ANA. The next Monday, ANA's executive group screened it and action began. . . .

Strange, four men single-handedly did what 11 committees couldn't.

It had taken six months. Seventeen full-scale presentations to the 11 committees or components thereof (once to only two men). More than 70 letters, 35 phone calls, dozens of meetings to research the data, get the materials, edit and re-edit, and present the plan. I actually logged 416 hours against the project.

And the funny thing was I wasn't trying to sell anybody anything. I wanted to give it away *free*. . . .

Project Two, Now . . .

Eight committees must still have Project One on their agendas. It's all right, boys—someone else will do the work now.

But I'll be back to nag you—and nag the clients who nag you—on Project Two. It goes like this: *Why shouldn't our industry have a permanent reference library of top television commercials?*

Print has many libraries to cover its century. Television hasn't even kept the milestones of its first decade.

Much of our knowledge in this business is based on too-scant study. How many of our top decision makers in television actually study 60 good commercials a month?

Print can call the library for any and all examples. Tv can't. Isn't this the industry's concern?

We must train at least 2,000 new copywriters in the next ten years as tv doubles—maybe triples—its volume. Where are their tools for training?

We have several things to propose, if the agencies will stop raiding each other long enough to listen, but it all needs to begin with some tools:

The TV Commercials "Workshop" Library—for university advertising courses, for ad club workshops, for agency on-job training programs.

Quietly, the last three years, we have been experimenting with this. By now, we have 20 ten-minute reels spliced and ready. Yet to be written is the analytical commentary that goes with each.

But how would you like to see some of these reels:

INSTITUTIONAL & IMAGE: A New Look at Corporate Advertising

TOP DEMONSTRATION ADVERTISING: Nine Types of Tv Graphics

INTEGRATION OF MEDIA: Making Tv, Print, Outdoor Work Together

LOW BUDGET PRODUCTION: Production Tricks That Save Money

SUCCESS STORIES: Eight Creative Approaches That Won Sales Results

BRITISH SALESMANSHIP: How England Uses Tv Techniques

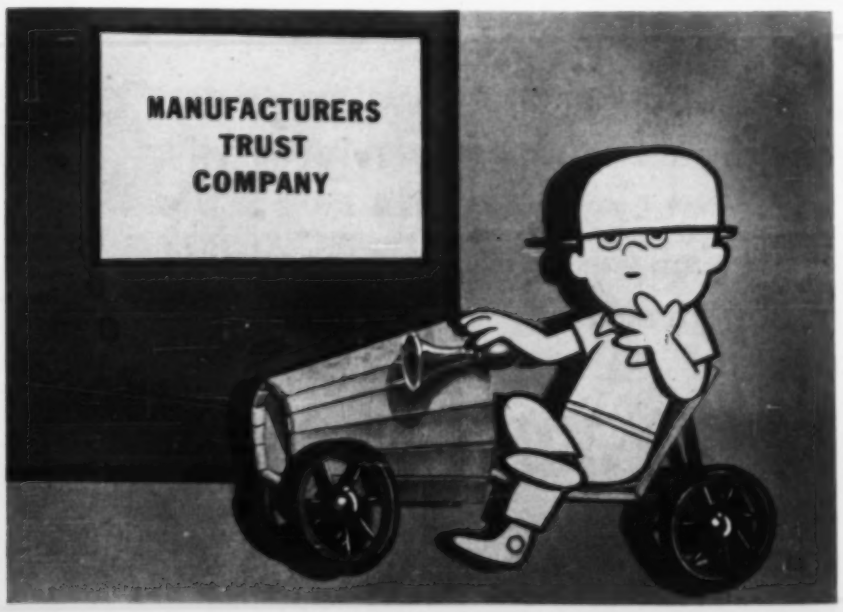
THE 20-SECOND COMMERCIAL: 25 Examples of Efficient Station Breaks

And there are about a dozen more, spliced and ready for test screenings. Now, who has to be nagged to make this an industry project?

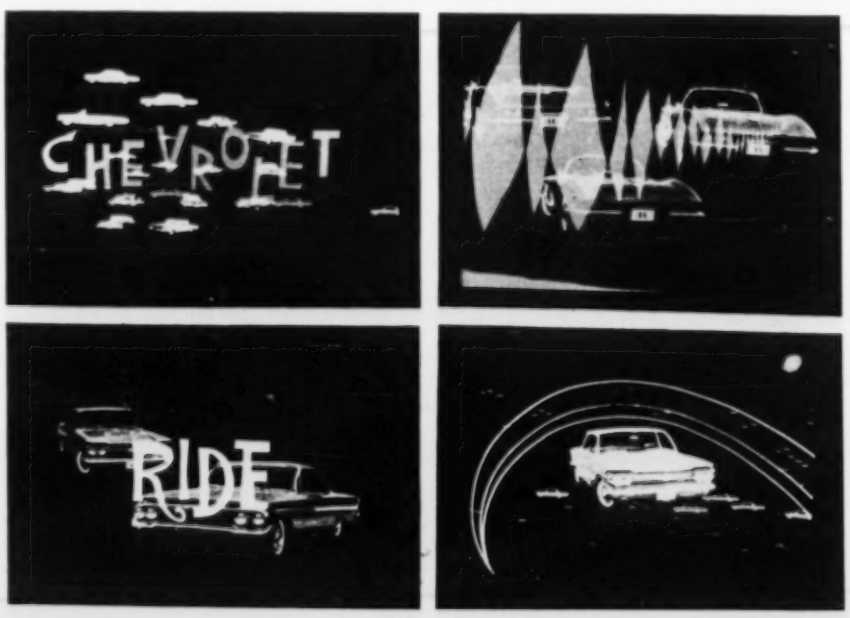
Tricks with Animation

One of my favorite reels in this library is titled "TRICKS WITH ANIMATION: Combinations and Unique Uses." It has examples of great commercials that combine live and cartoon, stop motion and live and other ingenious work of the men who spend hours to make our television minutes.

One of these is the Hamm's beer spot that has cartoon working over some



Manufacturers Trust Co.



Chevrolet

Preliminary

REPORT

on the

SHELL NEWSPAPER CAMPAIGN

Last fall, newspapers all over the country carried the story of an extraordinary advertising campaign, one without precedent in the petroleum industry: the Shell Oil Company had decided to place its multi-million dollar budget almost entirely in daily newspapers.

The campaign was reportedly designed to:

1. Stand out by its dominant position in a major medium. 2. Get additional impact by appearing in a medium where a long product story could be told effectively. 3. Be of a "newsy" nature in the primary news medium.

A campaign of this nature was bound to be watched closely, not only by oil men and newspaper men, but by people in advertising and marketing. As the campaign progresses, questions are asked. How well is the campaign doing? Are the ads making an impression on newspaper readers? What is the reaction of the dealers—the all-important point of consumer contact in the vast Shell sales organization?

Readership Records

Preliminary studies have been made by independent research firms both for Shell and for the Bureau of Advertising of the American Newspaper Publishers Association. These studies, conducted during the first half of the year's drive, provide some of the answers to these questions.

A Bureau analysis of readership studies by the Daniel Starch organization covered more than 18,000 newspaper ads from 1952 to 1959, including all gasoline and oil ads in the size category into which the Shell ads fall. The average "noted" score by men for all the petroleum ads was 32%, and the highest observation attained by any one of them in the eight-year period was 59%.

Fourteen ads in the current Shell campaign have now been measured in similar fashion. **Every one of the fourteen** exceeded the eight-year average; **eight of them** even topped the previous record score, and one set a new high of 81%.

Also significant were the "read most" scores, in which a respondent's "yes" answer indicates he read at least half the copy. Against a 10% "read most" average for petroleum ads, the Shell copy has been averaging almost double this, and has attained scores as high as 41%—a notable performance in view of the fact that Shell's ads carry long, detailed, and sometimes technical text matter. These results confirmed Shell's confidence that a long copy story **can** get across to newspaper readers—one of the major reasons for Shell's choice of the medium.

"Before and After"

The ads' impact on consumers was measured by a two-city "before and after" study made for the Bureau of Advertising by ARB Surveys, Inc. Before the start of the campaign, the respondents were tested on their general advertising awareness—did they recall seeing **any gasoline** advertising? In both cities, 7% named Shell advertising. Only three weeks after the new campaign started, a similar question produced 17% and 19% **unaided** recall for Shell ads in the two cities. With **aided** recall—did they remember seeing any **Shell** advertising?—the positive responses jumped to 32% and 40%. (Subsequent research, in later stages of the campaign, has produced even higher scores.)

In another study, comparative attitudes toward Shell and the respondent's usual brand of gasoline were sought in three cities—a case of "stacking the deck against yourself," as it were. "Which company," the consumers were asked, "Shell or (the respondent's own brand), is doing the most work in product research and scientific development?" Consumers actually rated Shell ahead of their "own brands" by a margin of 37% to 22%. The question was also asked, "Which company, Shell or (the respondent's own brand), is doing the best job of giving people the straight facts about gas and oil?" The score was: Shell 26%; "own brands" 25%.

Dealers Say "Yes"

In a survey designed to determine dealers' reactions to the campaign, interviewers asked 6,000 of them: "Is the new campaign better than, as good as, or not as good as last year's?" Nine out of ten of the dealers who expressed an opinion called the campaign "as good" or "better." By far the majority answered "better."

Thus, at the halfway point in Shell's 1961 newspaper campaign, it was clear that the persuasive selling messages were reaching a record number of newspaper readers, registering a distinct impression with them, and developing new high levels of dealer support.

An appropriate summing up of the preliminary evidence is this statement by one of the prime movers behind the project:

"The campaign is working. The voice of Shell is being heard this year. We intend to keep it that way."

ANOTHER EXAMPLE OF NEWSPAPER SELLING POWER AT WORK

Published for the Daily Newspapers of America by the Bureau of Advertising, American Newspaper Publishers Association

very intricate stop motion.

It's a gem that any craftsman in our business can appreciate. I doubt that it makes much difference to our viewers —but it just so happens this spot has a great deal of entertainment and a great deal of sell along with it.

Same thing goes for a new spot by the same agency (Campbell-Mithun) and the same production house (Swift-Chaplin). The sponsor this time is American Dairy Assn.

The plot is by Politz: His research shows that milk was one of three items most frequently "run out of" by Sunday night. This started the dairy industry on the Weekend Milk promotion, now a top selling concept in the dairy industry. (One dairy is spending $75,000 to promote it locally.)

But I'm intrigued with the spot more for its intricate production genius. The little milk wagon, for instance, is in stop motion against a three-dimensional background. After all this action has been computed and photographed, then the cartoon horse (as the music clip-clops) and the dairy man are done in animation. Ingenious!

DX Sunray Oil Co.

Chicago-Style 'Kidnapping'

Campbell-Mithun almost wound up with another intriguing piece of craftsmanship for Hamm's—but the man was "kidnapped" . . .

It seems that Eyvind Earle, an ex-Disney artist—and architectural draftsman—began experimenting back in 1958 with a new technique for animation. In 8mm, mind you, at home. Then he went to 16mm. Then, last year, he decided to go pro on the idea with Mel Henke to do the music and Charles Arnold on camera.

An eight-minute pilot film was made with Chevrolet and Hamm's beer as "samples."

Chevy saw the test and bought it in a flash. It hit the air a few weeks later and made a hit of the "Andy Williams Show," with the critics reviewing it in warm words.

One described it as "pure jazz underscoring abstract visual advertising without one word . . . spoken." The phrase "effective avant" also cropped up.

It's all that and more. The effect is dependent somewhat on beginning with an established theme—such as Chevy's "See the USA." Then with Henke-type Henke musical variations, the animation appears as a drawn-on series of semi-abstractions, interspersed with cutout pop-ons of the car in geometrical developments. (If you don't understand that, I'll turn it over to a Four A's committee. . . .)

Earle has something fresh and exciting here. It will not work for many sponsors —and only those with large portfolios can hazard the change-of-pace. But a wallop it is for those it fits.

Oh, what about Hamm's? They never saw their test, I hear. The man stopped in Chicago and screened the experimental reel for an agency there that had just signed a new beer account. They liked it so much they signed him to an exclusive contract.

So look for it soon. . . . on Schlitz. . .

Eastern Techniques

Switching East, there's a technique I've meant for some time to talk about: *Animotion.*

It's the name of a company in New York as well as their method of animation. Actually, it is best described as a combination of animation, dimensional cutouts and live product in motion—all shot in multi-plane.

Yet it costs about one-half usual animation and multi-plane expense, according to Don Fellows, the director of production. He quotes from $30 to $70 per foot for full animation with lip-sync. The process also cuts production time by "about one-third," he says.

■ New Yorkers are familiar with Animotion's spots on the air for Manufacturers Trust Co. (through Young & Rubicam). These have been running for years, it seems, and one was good enough to win a recent Festival award.

But we like some of their other spots even better. Life Savers (also through Y&R) combines live product and animation very effectively. Dyanshine (Gardner) also has tricky techniques.

Gasoline Non-Verbals

The gasolines across the country really took us on a tour this year and at least three managed it without back seat driving:

Union, out California way, went non-verbal on KTTV's videotape. "Thoughtful Service" was the title and it showed the various things going on in the mind of the Union man at the "Sign of the 76." There's a drop of oil, a gas pump nozzle, a tire gauge and a Women's Room sign (hmmmm!) on his mind, for instance.

Altogether, there were 13 set-ups in the commercial and each was shot separately on tape before combining. The combination with electronic wipes is extremely adroit. Videotape has come a long way the last few months with "A-and-B" editing and Hollywood labs must be casting envious eyes at this tricky work in their midst.

KTTV did the entire production job, including editing, in 12 hours.

Shamrock's 'Drop'

Shamrock gasoline, down Texas' way, has had a variety of good spots on tv in recent years. They've done non-verbals with Buster Keaton and a great many imaginative concepts in times past.

Currently we like "One Drop—Jazz," produced by American Films Co., St. Louis. McCormick, Amarillo, is the agency. And a special appreciation to Ivan Dazey, the cameraman.

To a pulse-quickening musical track, the succession of camera shots tells the story of a stop at a Shamrock pump on a rainy night. From "empty" to "full" the camera peers and peeks, in tempo, about the station. No words.

Is this a smart tack for a regional gasoline to take? We think so. We think this makes Shamrock look just as big as Texaco (it's a better commercial than most of Texaco's, incidentally) and no amount of claims or promises could make them look any bigger.

Leonard Goes Modern

Up Michigan way, Leonard gas accomplishes pretty much the same institutional and image job—also without words.

This goes a semi-abstract route, with staccato design animation and emotional music. It sells the gasoline on a year-'round gasoline theme. Wesley Aves, Grand Rapids, is the agency. Fred A. Niles, Chicago, produced.

We think this is pretty high octane stuff—competing handsomely with the nationals.

DX Has Change-of-Pace

One more gasoline this month. Also a regional but non-non-verbal, which is the exception just now.

DX Sunray Oil Co., Tulsa, does its own job of competing with the nationals with a sharp (Potts-Woodbury, Kansas City), well-produced (ERA, Hollywood) series that projects DX Boron into the future with the "Cars of Tomorrow."

GM, Ford and Chrysler experimental cars are shown with Art Baker, Bill Stern and Lou Crosby as the commentators. Pretty exciting stuff, computers and all.

But we like better the little change-of-pace commercials that have been inserted in this series. Writers Roy Parmenter and Phil Dangerfield have done something every guy who has ever worked on gasoline commercials wanted to do.

We all know that most "service" commercials, praising the efficiency of the filling station man, turn into a farce when you actually drive into a station. So Phil and Roy do a mild tongue-in-cheek kidding of the whole bit:

The announcer speaks rather seriously of these services: Washing windshields (the camera shows the attendant wiping the kid's glasses), adding water (it's a goldfish bowl), giving road directions (it's a girl on her trike), and so on.

It's a lovely spoof and customers will love it. If Kansas City weren't so far I'd

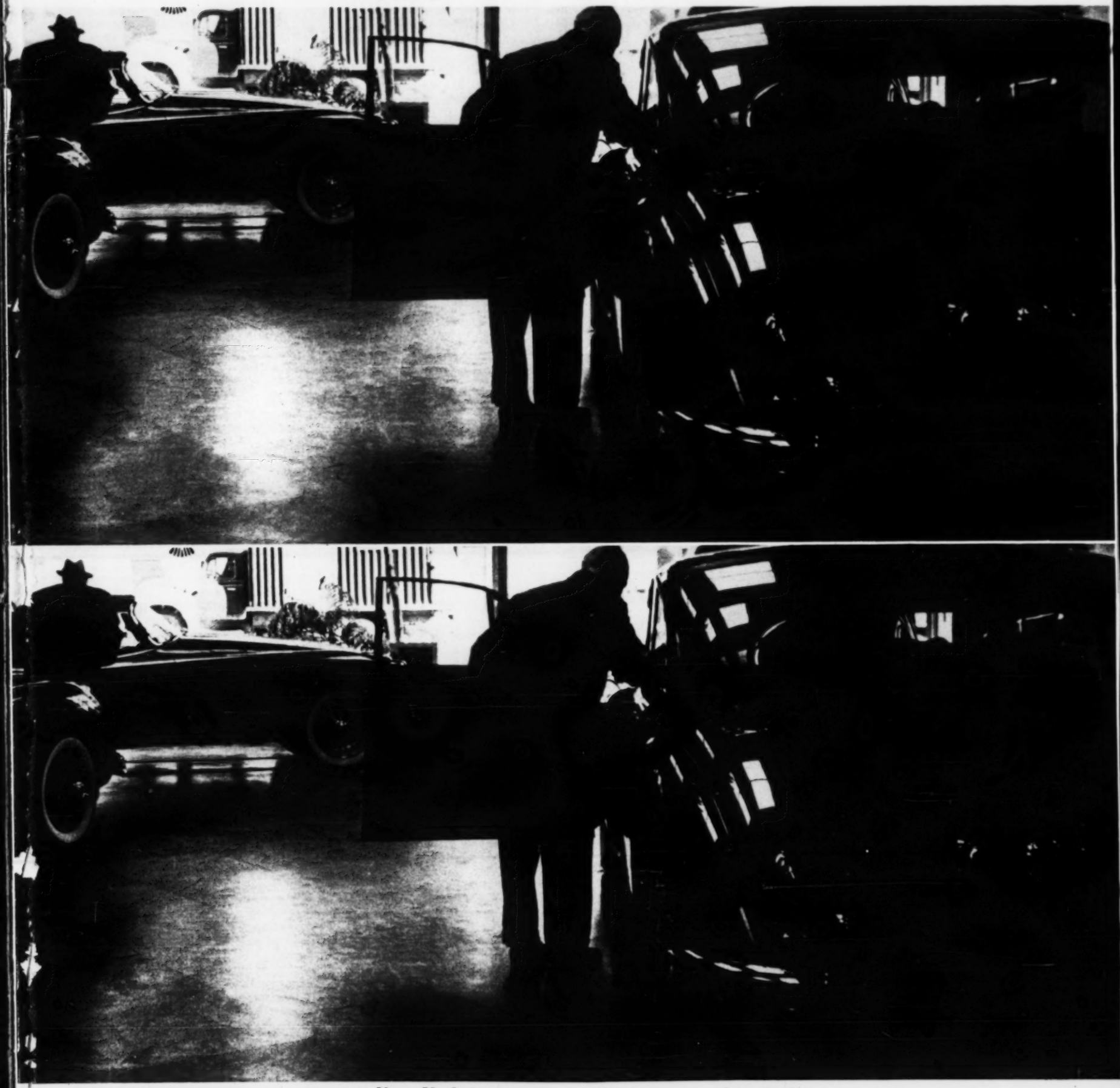
Union

Bardahl

Leonard

Shamrock

"I remember how I used to wait on the corner for Aunt Gussie. She was the only one we knew with a car. And sometimes she'd take me for a ride in the country—through the towns with the funny names. Tuckahoe, Yonkers, New Rochelle. And I'd ask how fast are we going and she'd say 45 and I'd think, I'll never be so happy again."



New York is a new car. More new cars bought here each year than in any other U.S. market. More than in Chicago and Detroit combined. The way to sell new cars in New York? The way to sell everything in New York? Through The New York Times. It serves New Yorkers with the most news . . . sells them with the most advertising. New York is The New York Times.

buy a tankful myself—just out of appreciation.

With the Gas, Bardahl

With all this gas on my mind—and where else?—it might be a good idea to finish off with Bardahl.

Bardahl, long successful with its "Dragnet" satires, has a fresh and ingratiating cartoon which explains how the drop of Bardahl works in the engine—meanwhile bantering a la Shelley Berman with "the man on the couch" (the listener) and adding a final poke, "Say, lady, would you wake up your husband. . . ."

This one won at the Cannes Festival—but don't hold that against it. It's a get-up-early approach for the late-at-night viewer. Credit Miller, MacKay, Hoeck & Hartung, Seattle, and FilmFair, Hollywood. Or Jerry Hoeck and Gus Jekel (with Dick van Bentham) to be specific.

Next time: New food commercials. New toy commercials. And are the toy boys living up to the law, maw?

We've been snowed under with good commercials this last month. It looks like a great fall season. . . . #

Tips for the Production Man . . .

Current Helps for the Production Staff

By Kenneth B. Butler

A loan service of letterpress electros and offset film positives is an interesting new feature provided for advertisers and artists by Kimberly-Clark Corp., paper manufacturers, of Neenah, Wis.

This company pictures these beautiful color process illustrations in a handy plastic bound booklet. Size of the color illustrations is 5½x8½". The illustrations have appeared in Kimberly-Clark periodic samples, and are loaned at no charge to the user. The booklet contains a convenient loan service order form.

* * *

We think of kraft as an envelope paper and a utility paper at that. Champion Paper Co. has taken a sheet of their Suntan kraft and with good design and wisely chosen ink colors, reveal how very "arty" such a paper can be. A splash of bright color and a bold design is all it takes.

* * *

If you do pasteups of type matter for lithographic reproduction in your office and sometimes wonder why the result looks so unprofessional, use the following check-list to pinpoint your problems:

- Keep alignments level; don't let lines run uphill or downhill.
- Be sure reproduction proofs are thoroughly dry before pasting or handling. Smearing ruins clear reproduction.
- Keep uniform and adequate margins to your pages, top and bottom and sides. Don't "cheat" by running material into margins if it cannot be easily contained within the regular type page.
- Watch your spacing between lines when you butt together proofs of different "takes" of text. Keep spacing uniform.
- Watch the weight of dashes, cut-off rules, borders and boxes when drawn with a ruling pen. Retain essentially the same weight for these lines as a printer might in choosing his boxing material.
- Don't crowd your boxes into the gutters that separate your columns of type. Keep these gutters even and white in order to accomplish their intended task: separation.
- Don't let your heads run wider than your columns of text, merely in order to copy-fit.
- Don't paste cut captions too close to the halftones. Keep a uniform half-pica of white when caption appears above or below photo—a full pica when caption appears at side of illustration.

* * *

A new assortment of interesting texture screens—64 patterns and 32 designs—are offered for use as a layout tool for production men, artists, and printers. The designs are supplied in both positive and reverse prints which means they are useful also for two-color work. These are more than mechanical screens. I found them to have a generous number of interesting patterns with artistic merit. Some are bold; some are subtle. They sell at $14.75 and the supplier is Multi-Ad Services, 100 Walnut St., Peoria, Ill.

* * *

When is it cheaper to order a duplicate engraving rather than an electro? For simple square-finish halftones or line cuts the duplicate engraving will usually save a little, since there is a 20% discount on duplicate plates.

If the plate involves complicated engraving work in the film preparation stage only, it is still worth while to order the duplicate. However, when hand work must be done on the metal photoengraving itself, the duplicate electrotype definitely is the more economical buy. #

BIZ QUIZ

Answers to questions on Page 116

1. (C) Last year's billings were $3,650,000,000 for newspapers, $1,595,000,000 for television, $938,000,000 for magazines.
2. (B) Last year the trio of home products makers spent $229,000,000 in newspapers, magazines, tv and business publications. Total for the automotive companies was $219,000,000 and for the three tobacco houses it was $88,000,000. (When the unmeasured media such as point of purchase, direct mail, radio and premiums are added, the order for these groups changes to: automotive $315,000,000, home products $302,000,000, tobacco $119,000,000.)
3. (A) Recent study of bank advertising showed that 26% of their budgets go to newspapers, 11% to tv and 10% to direct mail.
4. (C) One magazine out of three is a single-copy sale.
5. (C) Drug stores traditionally sell more magazines than any other type of outlet but sales in department stores and supermarkets are growing at a faster rate.
6. (A) There are just as many tv soap operas in 1961 as there were in 1959.
7. (C) Nielsen estimates that tv viewing drops approximately 30% in summertime.
8. (C) The larger the area covered by illustrations, the higher the score. Group B did 13% better than Group A and Group C did 18% better.
9. (B) Ten years ago there were about 6,000 sets of Burma Shave jingles scattered around the country.
10. (C) U. S. airlines spend over $300,000,000 a year in measured media and for other sales-stimulating activities such as booklets, films, organized tours of airports, matchbooks, post-cards, flight bags, etc.
11. (B) Multiplex is the new method for broadcasting stereophonic recordings over FM radio.
12. (A) Electrostatic printing is a new process that may eliminate plates as we now know them, make-ready and clean-up.
13. (B) GNP for 1960 was $503 billion and probable figure for 1961 is $510 billion.
14. (A) General merchandise in the new Sears catalog is priced 1% below last year. Montgomery Ward averages 2% below. Spiegel is 1.5% down and Alden's prices are 3% less than last year.
15. (A) A&P private label sales are one-fifth of the chain's volume but equal the total sales of General Foods. 85% of Sears' sales are private label and 95% of J. C. Penney's.
16. (A) Last year A&P had sales over $5 billion which was 25% more than Sears and five times as much as Woolworth.
17. (B) 83 of the leading mutual funds own $585,000,000 worth of International Business Machines Corp.; $279,000,000 of Texaco; $200,000,000 of American Telephone and Telegraph.
18. (A) U. S. purchases of foreign cars will be about 375,000 in 1961 as against 500,000 in 1960 and 611,000 in 1959.
19. (B) 280 people reported 1959 incomes over $1,000,000. 4,783,226 declared incomes over $10,000 which was nearly a million more than the preceding year.
20. (B) Average life span in the U. S. has been constantly increasing and reached 69.7 in 1959.

On the Merchandising Front . . .

Profitless Prosperity in Mass Retailing

By E. B. Weiss

In more and more instances, the new store units of our giant retailers—especially their new giant one-stop store units—now are not expected to show a net profit for from two to three years. With increasing frequency, we see comments at the annual meetings of these retail giants that make the point that "net profit showing is poor because of costs incurred as a result of new store openings."

E. B. Weiss

This was not traditionally the case. To the contrary, in many if not most large retail organizations, net profit was maintained for years *primarily* by new stores.

Then new stores began to require three months, six months, nine months to turn the net profit corner. Now the time requirement for net profit is somewhere between two to three years. In a growing number of instances, new stores will *never* make a profit.

What is more, since the growth life of a new store unit is being drastically shortened—(changes in retail locations, etc., are so rapid that now many new stores probably cannot count on growth for more than *five* years!) a store that does not earn a profit for its first three years may be able to continue to produce a net profit for only two or three years after it climbs out of the red.

■ This situation is true of most of our *traditional* giant retailers. But it is highly significant to note that it is not equally true—*not at all*—of the new store units of many, and maybe of most of our low-margin chains, especially the newer low-margin chains.

To the contrary, a good percentage of the new store units of the newer low-margin chains show a net profit starting right on opening day. Others may now require three months to get out of the red. But, generally speaking, the time required for most of the new store units of the low-margin chains to operate profitably is from *one-fifth* to *one-tenth* of the net profit time record of most traditional retailers.

I am sure that in some areas of the country, the new units of the low-margin chains will soon require a year or more to turn the net profit corner. Maybe within two to five years, still more of the low-margin chains' new stores will require a still longer period of time to achieve a net profit.

■ But right now the traditional chains must face the blunt fact that their dynamic competitors, the low-margin chains, are profiting by new-store openings—not being bled white by new-store openings. And I think that traditional retailers, as a consequence, will no longer be able to accept as a fact of life that new stores cannot be expected to show a profit for two or three years, and then only for maybe a year or two.

Instead, it would seem vital for giant store management to develop new store programs, new store concepts, that will offer a *prompt* net profit potential. I rather doubt that the so-called low-margin chains recently announced for opening by some of our traditional retail giants will turn this trick. I simply cannot understand how these high-cost retailers will be able to turn low-cost merely by flaunting the discount banner over new stores that are really changed only in minor ways. Certainly their high administrative costs will not be slashed.

■ It appears to me that giant retailing has tended too much to play follow-the-master. Most giant retailers jumped into Ike-and-Mike one-stop outlets. Now most are jumping into presumed low-margin ventures.

I should imagine that at least a few large retailers would begin to show some of the *original* thinking and daring that characterized our department store pioneers, our five-and-dime pioneers, our drug chain pioneers, our food super pioneers. I hardly believe that a Frank Woolworth, or a John Wanamaker, would today meet competition by slavishly imitating competition.

We are coming into a true era of low-margin retailing. Our newer discount chains have barely scratched the surface of low-margin retailing. They haven't begun to develop mechanical vending, electronic retailing, other brilliant new techniques for retailing that will permit presold brands to move into consumption with a minimum of cost. When will a traditional giant retailer pioneer? #

Information for Advertisers

"Mechanical Press Handbook" has been published by **Metalworking,** Cahners Bldg., 221 Columbus Ave., Boston 16. Copies are priced at $5 each.

• "Market Measure," a reference device which gives a categorized breakdown of retail sales by provinces, as well as a summary of population, effective buying income, retail sales and buying power index for major Canadian market areas, has been published by **Stanfield, Johnson & Hill Ltd.,** 1200 Dominion Square Bldg., Montreal.

• "Who Buys What in Chicago Now," a continuing audit of consumer preferences for groceries, household drugs, toiletries, cosmetics, liquor, cigarets, automobiles, auto tires, batteries and oil, apparel, home furnishings and appliances, is being sponsored by the **Chicago Sun-Times** and **Daily News.** Reports on grocery and toiletry items will be released on a quarterly basis. Other purchases will be reported twice a year. In addition to the regularly published reports, the newspapers will work with advertisers and agencies "in extracting any additional special reports from the material studied."

• "Inquiries via Reader Service Forms," a study documenting the significance of reader service inquiries, sponsored by Putman Publishing Co., has been published by **Advertising Research Foundation,** 3 E. 54th St., New York 22.

• "The Expanding Homewares Market," a booklet describing the growth pattern of the homewares industry in the postwar period and showing how 86 categories of homewares are distributed to nine major types of outlets, has been published by **Housewares Buyer,** 7300 N. Cicero Ave., Chicago 46. ≠

Reilly, Brown Adds Geilich: Affiliates with Simonton

Geilich Tanning Co., Taunton, Mass., has appointed Reilly, Brown & Tapply, Boston, to handle its advertising.

At the same time, Reilly, Brown has announced that it will be represented in the Southwest by Simonton & Co., Phoenix, and that in turn it will represent Simonton in the Northeast.

Brown Advertising Moves Offices; Names Officers

Stella Chaney Brown Advertiisng, Clayton, Mo., has moved into new quarters in the Carondelet West Bldg.

Brown Advertising also has incorporated. The agency's officers are Stella Chaney Brown, president; Melvin Friedman, vp; and Lela F. Habertier, secretary.

Three Name Braco Agency

Braco Associates, New York, has been appointed to handle advertising for Visual Art Industries, Brooklyn, manufacturer and distributor of Jon Gnagy art sets and toys; United Chemtronics Corp. and its subsidiaries; and Lady Windsor Cosmetics.

Bozell & Jacobs Adds Three

Bozell & Jacobs, Chicago, has been appointed to handle advertising for RMS Interiors; Hill-Shaw Co., coffee maker manufacturer; and Charles Schwartz & Co., textile manufacturer, all of Chicago. All three accounts will be handled by a new division of B&J that specializes in accounts which sell direct to the consumer through mail and house to house.

Publisher Boosts Thiele

American Aviation Publications, Washington, has promoted Ralph R. Thiele from director of sales of *Airlift, Skyways* and *Air Cargo* to the new title of assistant publisher of the three magazines.

THERE ARE HOLES IN YOUR LOS ANGELES COVERAGE

without the Copley Los Angeles Newspaper Group

You're missing an important share of the Los Angeles market if you're missing the home towns that surround the city proper. That's where the Copley Los Angeles Newspaper (CLAN) Group can fill the bill. The CLAN Group includes eight dailies and their 18 shoppers, covering more than 62 key suburban communities and areas. Total ABC circulation: 98,832. Total shopper distribution: 410,550. Total CLAN Group package: 509,382. It's all yours with one order, at a discounted flat line rate of $1.50, or a bulk discounted rate (5,000 lines or more during the fiscal year) of $1.40 a line. The bulk rate represents a saving of 36 per cent! For details, ask any office of NELSON ROBERTS & ASSOCIATES, INC.

COPLEY LOS ANGELES NEWSPAPER GROUP: Alhambra POST-ADVOCATE • El Monte Post-Advocate • Alhambra Post-Advocate Shoppers • Burbank DAILY REVIEW • Burbank Review Shopping News • Culver City STAR-NEWS & Venice EVENING VANGUARD • Culver Palms Advertiser • Mar Vista Advertiser • Venice Advertiser • Baldwin Hills Advertiser / Glendale NEWS-PRESS • Glendale News-Press Shoppers • Monrovia DAILY NEWS POST • Monrovia-Duarte News Advertiser / South Bay DAILY BREEZE (Redondo Beach, Palos Verdes, Torrance, El Segundo, Manhattan Beach, Hermosa Beach) • South Bay Breeze Advertisers • South Bay Breeze Peninsula Advertiser / San Pedro NEWS-PILOT • San Pedro News-Pilot Advertiser

"THE RING OF TRUTH" Copley Newspapers

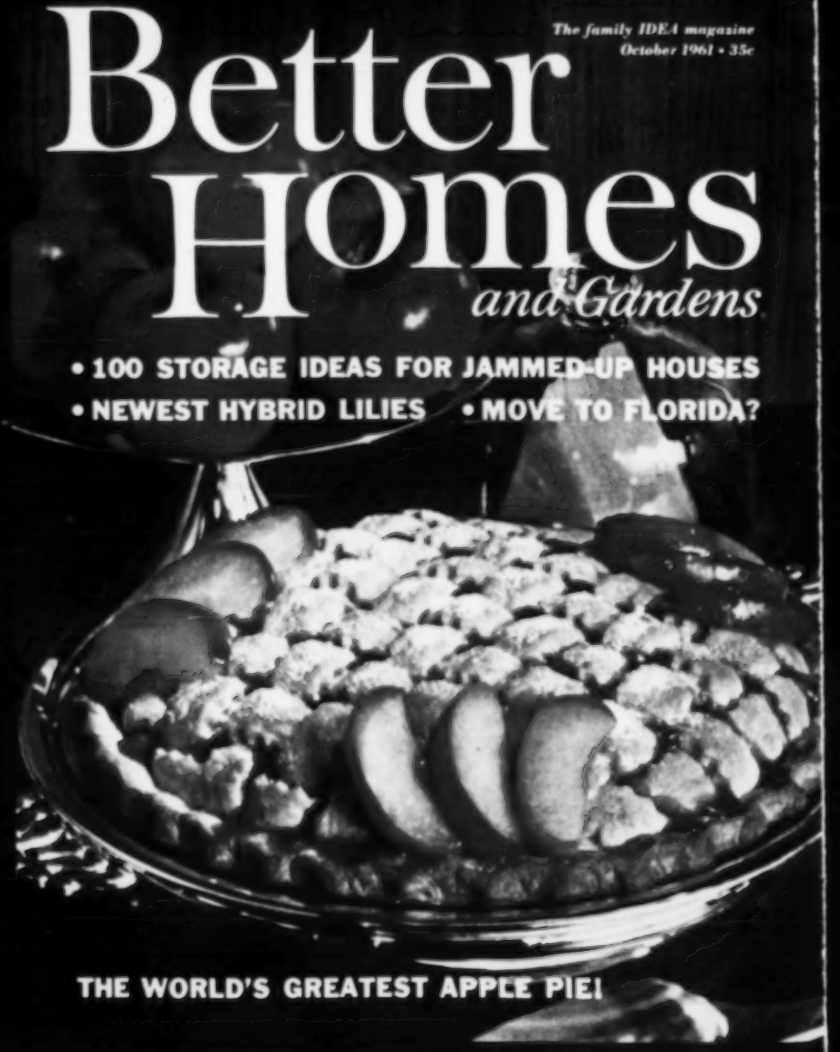
THE FAMILY IDEA MAGAZINE

They spring at you from every page of Better Homes and Gardens. Ideas! Just glance through a copy. You'll find ideas about food, furnishings, building, gardening, travel and *purposeful puttering* – all compellingly presented to interest you, your wife, *anyone* who is wrapped up in family living.

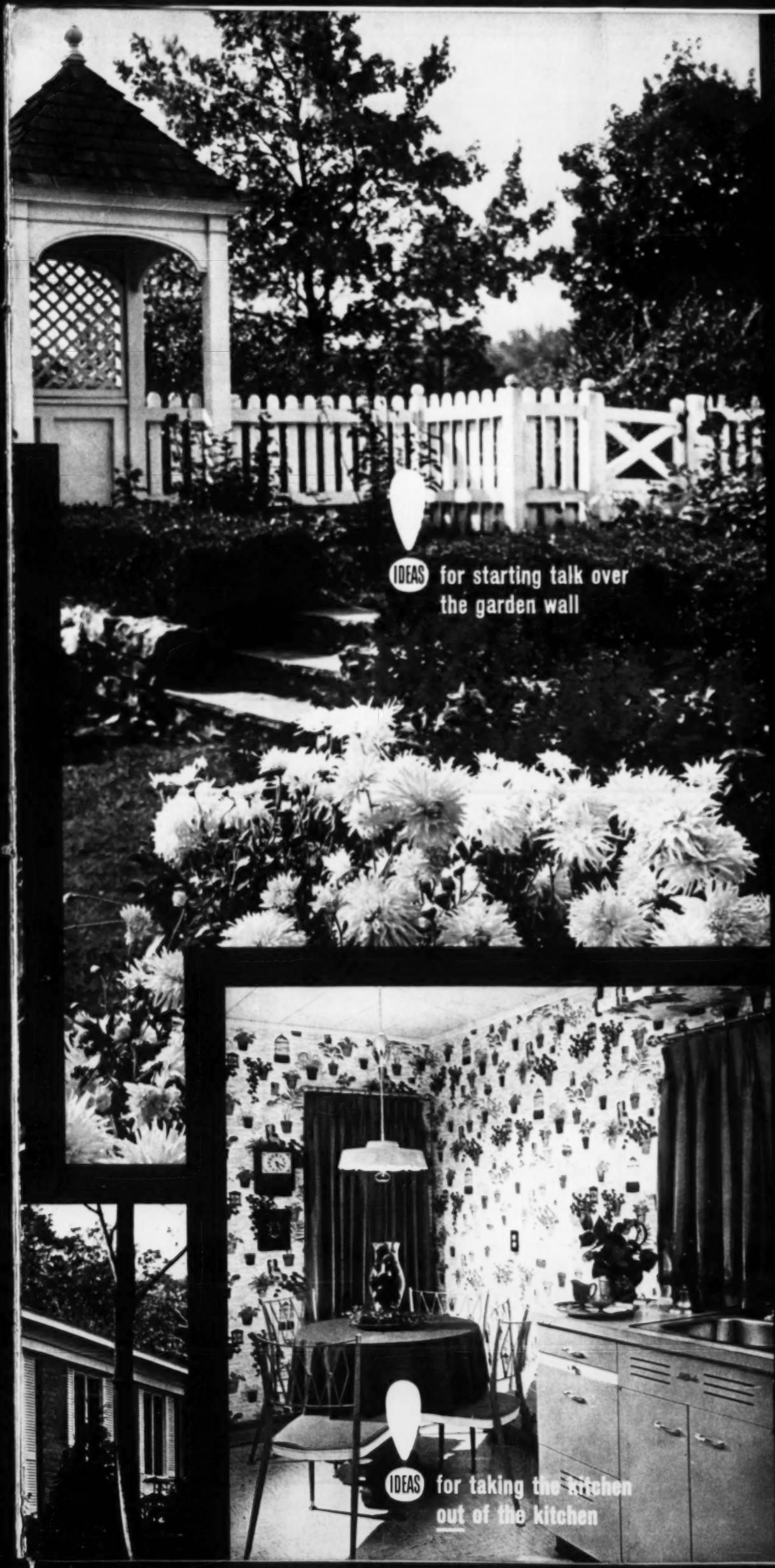
Nearly 15 million adult men and women–*like that*–turn to the pages of BH&G month after month. Actually, during the year, a *third of America*–the family-centered, top-spending third–looks to Better Homes and Gardens for ideas about what to do and what to buy for a happier family life, at home or away from home.

And all this makes BH&G a very, very profitable place for advertisers to display what they want to sell. *Meredith of Des Moines . . . America's biggest publisher of ideas for today's living and tomorrow's plans.*

Where America shops for IDEAS that make SALES


The family IDEA magazine
October 1961 • 35c
Better Homes and Gardens
• 100 STORAGE IDEAS FOR JAMMED-UP HOUSES
• NEWEST HYBRID LILIES • MOVE TO FLORIDA?
THE WORLD'S GREATEST APPLE PIE!

NOW 9 EDITIONS AND OVER 5,500,000 COPIES EVERY MONTH



IDEAS IN ACTION

How to make a room divider really work

Here a smart wood and plastic divider, consisting of a desk-counter and bookcase, does multiple duty: it's a handy spot for homework, hobbies, meal planning, grocery ordering . . . as well as a shield from kitchen clutter. All this—without sacrificing a feeling of spaciousness—because the continuous ceiling is easily visible.

Decorative and useful for the children's room

Plenty of room for children's treasures here in this clever floor-to-ceiling pole and shelf unit. This, with colorful hanging bins for extra storage space, can help decorate an entire wall.

kiss us we're sweet 17

seventeen is 17...isn't everybody?

Of course we know that everybody can't be 17. But SEVENTEEN Magazine lives in such a whirl of girl (girl 13 to girl 20) that sometimes it seems as if everybody who is anybody must be 17 or thereabouts. Because teen-agers are the most powerful, influential, affluential chunk of the population today. 'Twasn't always thus. Back in September 1944, when SEVENTEEN started, a teen-ager was a nobody—with no voice, no status, no jobs, no money, no clothes to call her own, no make-up to call her own, no nothing to call her own. Now she has SEVENTEEN to call her own—which she does regularly, lovingly, gratefully, trustingly, faithfully every month. We practically *invented* the teen-ager. Certainly we *found* that forlorn forgotten generation. And you know what they say about finders—*finders keepers!* SEVENTEEN is very important to more than 10 million teen-agers—and those 10 million teen-agers are very important to SEVENTEEN. They made us what we are today—17 years old with circulation and ad linage up up up to the sky—and more advertising than in any other monthly magazine for women!

it's easier to **START** *a habit than to* **STOP** *one!* *SEVENTEEN MAGAZINE, 320 Park Avenue • New York 22, N.Y. • PLaza 9-8100*

LEARN HOW **SEVENTEEN's** UNIQUE SISTER PUBLICATION, **SEVENTEEN-AT-SCHOOL,** CARRIES YOUR ADVERTISING INTO HIGH SCHOOL HOME ECONOMICS CLASSROOMS.

September Pages and Linage in Consumer Magazines

Current and Year-to-Date Figures for U.S., Canadian and Foreign Publications Reporting to Advertising Age

Weeklies, Bi-Weeklies, Semi-Monthlies (August)

	Pages				Lines			
	Aug. 1961	Aug. 1960	Jan.-Aug. 1961	Jan.-Aug. 1960	Aug. 1961	Aug. 1960	Jan.-Aug. 1961	Jan.-Aug. 1960
Commonweal	6.6	6.8	95.3	129.4	2.772	2.856	40.026	54.348
Cue	57.8	54.8	568.1	575.6	24.810	23.522	243.735	246.954
†Down Beat	54.1	38.7	402.0	353.4	22.736	16.268	168.854	148.456
Grit	17.2	15.0	177.9	185.4	17.179	15.022	177.929	185.383
‡Life	164.4	217.1	1.914.9	2.167.7	111.765	147.628	1.302.139	1.474.063
†Look	123.6	80.3	979.4	975.2	84.062	54.570	665.992	663.163
‡Newsweek	134.6	184.4	1.583.5	1.883.2	56.532	77.448	665.070	790.944
§New Yorker	206.1	232.6	2.736.3	3.013.1	88.424	99.806	1.173.885	1.292.632
≠National	206.1	229.1	2.736.3	2.952.1	88.424	98.295	1.173.885	1.266.453
≠Sectional	—	12.6	—	216.9	—	5.397	—	93.048
Presbyterian Life	8.3	6.6	95.1	94.2	3.481	2.766	39.998	39.642
The Reporter	24.6	17.3	343.6	248.1	10.332	7.285	144.273	104.244
Saturday Evening Post	93.4	135.7	1.308.9	1.864.3	63.530	92.296	890.035	1.267.704
Saturday Review	41.3	44.8	633.8	678.2	17.338	18.816	266.220	284.808
Sporting News	23.3	20.7	167.0	153.6	25.316	22.413	181.197	166.702
‡Sports Illustrated	83.0	101.5	1.106.9	1.184.1	34.842	42.642	464.909	497.303
Time	113.5	164.9	1.585.1	1.937.2	47.673	69.263	665.721	813.641
TV Guide	46.4	22.9	585.8	398.2	8.447	4.164	106.619	72.450
‡U. S. News & World Report	133.9	173.3	1.529.7	1.853.0	56.280	72.786	642.474	778.260
Total Group	1.332.1	1.517.4	15.813.3	17.693.9	675.519	769.551	7.839.076	8.880.697

≠Not included in totals. §Total represents national advertising plus sectional at reduced decimal equivalent. †Three issues August 1961; two issues August 1960. ‡Four issues August 1961; five issues August 1960.

Women's

	Pages				Lines			
	Sept. 1961	Sept. 1960	Jan.-Sept. 1961	Jan.-Sept. 1960	Sept. 1961	Sept. 1960	Jan.-Sept. 1961	Jan.-Sept. 1960
‡Bride & Home	—	—	325.5	328.1	—	—	205.791	207.377
†Bride's Magazine	—	—	549.4	571.3	—	—	347.221	361.062
Family Circle	44.5	37.8	390.7	410.2	19.091	16.216	167.610	175.975
Good Housekeeping	89.1	85.7	686.4	768.2	38.228	36.773	294.470	329.575
Ladies' Home Journal	69.3	87.4	545.1	690.9	47.111	59.408	370.652	469.799
McCall's	102.8	106.7	756.3	776.9	69.880	72.534	514.263	528.286
Modern Bride	92.0	82.8	509.4	493.0	58.144	52.298	321.934	311.589
*Parents' Magazine:								
National Edition	65.4	80.2	508.5	573.9	28.060	34.406	218.216	246.206
Metropolitan New York Edition	70.4	88.4	545.8	633.1	30.180	37.934	234.118	271.550
Pacific Mountain Edition	67.5	83.9	230.1	589.9	28.965	35.972	98.696	253.016
Seventeen	161.6	150.1	1.083.7	1.124.3	109.870	102.041	736.928	764.520
‡Woman's Day	32.0	37.2	324.4	343.4	13.733	15.999	139.173	147.261
The Workbasket	32.2	40.3	279.0	331.0	6.316	7.901	54.680	64.882
Total Group	826.8	880.5	6.734.3	7.634.2	449.578	471.442	3.703.752	4.131.098

†Published quarterly in January, April, July and October. *All figures include average decimal for partial runs. ‡Figures include sectional linage prorated to circulation of regional editions.

General

American Artist	33.3	32.1	189.4	195.4	13.980	13.483	79.554	82.069
American Forests	13.3	9.3	118.7	151.4	5.586	3.906	49.854	63.588
American Legion	13.1	16.5	127.5	131.1	5.503	6.928	53.576	55.069
Argosy	22.8	22.3	172.0	166.0	9.735	9.581	73.830	71.218
Atlantic	31.4	38.6	329.6	373.6	13.181	16.232	138.436	156.912
†Car & Driver	24.0	31.6	263.2	338.5	10.059	13.259	110.540	142.153
Cavalier	12.4	14.6	125.0	183.7	5.304	6.263	53.619	78.846
Christian Herald	33.0	41.4	262.6	284.7	14.157	17.797	112.714	122.358
Columbia	11.5	12.0	80.2	84.8	5.250	5.024	33.669	35.615
Cosmopolitan	28.0	24.4	245.3	214.4	12.023	10.502	105.258	91.995
Ebony	63.4	80.0	569.1	681.4	43.172	54.440	387.006	463.404
†Elks Magazine	13.0	15.5	108.7	113.6	5.449	6.665	46.413	49.006
*Esquire	79.8	94.9	569.8	653.8	53.626	63.773	382.906	439.354
Extension	19.6	17.2	146.4	131.4	13.455	11.807	100.722	90.400
Flying	48.0	42.4	446.6	473.4	20.177	17.812	187.568	198.836
Golf	14.4	9.7	197.7	125.1	6.176	4.147	84.808	53.677
Golf Digest	24.4	28.7	273.8	263.2	4.786	5.617	59.786	56.879
Gourmet	27.3	25.8	234.0	253.0	11.700	11.077	100.364	108.524
Grade Teacher	64.6	61.0	292.5	272.4	28.477	26.913	128.979	120.136
Harper's Magazine	31.7	36.1	317.1	348.6	13.316	15.178	133.186	146.418
Hi Fi Stereo Review	54.4	50.5	396.5	353.5	22.856	21.223	166.543	148.453
High Fidelity	71.3	63.3	480.8	523.5	29.946	26.586	202.476	219.870
Holiday	47.6	62.2	737.9	874.8	32.353	42.275	501.748	594.833
Hot Rod	34.6	57.5	317.6	421.3	14.532	24.150	133.406	176.876
Improvement Era	26.7	26.6	206.1	223.9	11.229	11.188	86.582	94.040
Instructor	63.7	72.9	272.8	261.5	43.569	49.887	186.710	178.859
Kiwanis Magazine	7.9	12.0	82.6	68.2	3.332	4.888	34.679	28.319
Lion Magazine	17.5	18.0	93.5	86.2	7.455	7.668	39.787	36.719
Motor Boating	73.5	97.9	1.106.8	1.402.1	43.193	57.565	650.743	824.462
Motor Life	13.2	15.1	113.6	144.6	5.516	6.328	47.670	60.732
Motor Trend	15.4	17.9	156.8	209.3	6.468	7.518	65.798	87.948
National Geographic Magazine	25.9	30.8	354.4	413.4	6.158	7.319	83.799	97.972
Playboy	52.3	46.6	316.1	231.8	21.971	19.583	132.776	97.333
Popular Boating	44.5	50.2	782.8	804.7	26.160	29.506	460.286	473.187
Popular Photography	58.3	56.7	576.4	615.1	24.478	23.810	242.088	258.338
Promenade	16.8	18.2	141.2	159.2	7.207	7.813	60.575	68.297
Reader's Digest	62.5	57.9	606.3	603.1	11.375	10.536	110.354	109.764
Redbook	37.8	33.8	357.3	333.8	16.217	14.494	153.296	143.183
Road & Track	28.1	26.5	273.7	281.5	11.802	11.330	114.954	118.430
Rotarian	6.7	5.7	108.8	59.5	2.819	2.374	45.664	24.956
Today's Health	19.2	25.2	186.8	213.1	8.223	10.810	80.125	91.433
Together	14.3	13.4	92.5	88.3	6.128	5.763	39.696	37.917
Town & Country	86.3	108.2	553.4	630.3	54.551	68.370	349.741	398.354
True	20.3	29.2	254.2	235.5	8.699	12.539	109.066	101.060
V. F. W. Magazine	9.3	9.1	90.6	89.4	3.885	3.833	38.140	37.555
Yachting	103.9	100.8	1.277.1	1.290.5	61.093	59.270	750.935	758.814
Total Group	1.622.0	1.760.3	15.005.8	16.057.6	786.327	867.030	7.310.425	7.894.153

†Formerly Sports Cars Illustrated. ‡Changed from 429-line page to 420-line page July 1961. *Total represents national advertising plus sectional at reduced decimal equivalent.

Home

American Home	45.9	42.6	339.3	355.5	29.018	26.925	214.483	224.652
Antiques	68.4	62.4	537.9	552.3	20.102	18.338	158.149	162.389
Better Homes & Gardens	63.6	72.8	551.2	727.9	40.194	46.008	348.332	460.010
Flower & Garden	22.9	25.0	295.9	330.2	9.615	10.500	124.251	138.708
Flower Grower	25.1	31.3	377.4	433.2	10.567	13.162	158.518	181.963
House Beautiful	71.6	111.3	637.5	788.4	45.252	70.318	402.913	498.318
House & Garden	86.9	91.0	583.1	644.8	54.912	57.503	368.528	407.492
†Living for Young Homemakers	98.6	89.5	435.7	551.6	62.290	56.564	275.380	348.587
Popular Gardening	30.4	36.5	394.1	429.7	12.772	15.327	165.503	180.478
Sunset Magazine	100.2	111.6	1.052.4	1.157.7	42.100	46.900	442.144	486.382
Total Group	613.6	674.0	5.204.5	5.971.3	326.822	361.545	2.658.201	3.088.979

†1960 cumulative figures include sectional linage prorated to circulation of regional editions.

Fashion

Glamour	140.9	164.9	837.3	893.6	60.453	70.736	359.213	383.344
Harper's Bazaar	186.3	183.4	818.3	810.7	117.785	115.906	517.209	512.448
†Mademoiselle	95.3	90.9	841.4	821.6	40.896	39.013	360.982	352.466
Vogue	285.9	320.7	1.109.5	1.350.2	180.712	202.678	701.196	853.354
Total Group	708.4	759.9	3.606.5	3.876.1	399.846	428.333	1.938.600	2.101.612

†Figures include sectional linage prorated to circulation of regional editions.

Movie-Romance-Radio-TV

Dell Modern Group:								
Modern Romances	20.8	26.8	181.4	232.1	8.921	11.510	77.817	99.584
Modern Screen	17.5	14.8	119.4	149.7	7.527	6.364	51.236	64.205
Screen Stories	13.3	10.0	101.0	124.1	5.712	4.271	43.325	53.232
Fawcett Women's Group:								
Motion Picture	13.0	14.4	107.9	128.8	5.576	6.176	46.272	55.259
True Confessions	18.6	26.8	162.3	209.3	7.961	11.492	69.598	89.784
Ideal Women's Group:								
Intimate Story	21.6	29.8	204.1	226.6	9.259	12.786	87.552	97.197
Movie Life	19.0	28.0	196.5	219.1	8.169	12.025	84.283	93.983
†Movie Stars	19.0	28.0	195.9	219.3	8.169	12.025	84.042	94.077
Personal Romances	22.2	28.7	202.2	219.8	9.545	12.329	86.765	94.287
TV Star Parade	18.0	27.8	194.0	208.9	7.740	11.927	83.223	89.603
‡KMR Romance Group	2.9	5.0	21.6	36.0	1.227	2.132	9.267	15.425
*KMR Women's Group	16.4	19.6	133.0	174.0	7.019	8.429	57.014	74.611
††Macfadden Women's Group:								
Photoplay	19.6	18.6	164.3	209.5	8.413	8.000	70.464	89.884
True Experience	11.8	12.4	91.3	117.7	5.059	5.302	39.167	50.489
True Love Stories	11.8	11.5	90.6	118.0	5.045	4.928	38.867	50.630
True Romance	12.9	12.5	92.1	117.2	5.552	5.362	39.511	50.271
True Story	30.7	43.2	365.3	438.1	13.159	18.554	156.699	187.926
TV-Radio Mirror	9.5	10.5	75.3	95.7	4.088	4.492	32.315	41.046
‡‡Screenland	14.6	11.3	111.1	96.1	6.280	4.851	47.664	41.225
Secrets Romance Group:								
Confidential Confessions	16.8	22.8	152.6	174.3	7.204	9.777	65.468	74.764
Daring Romances	16.8	22.8	152.6	174.3	7.204	9.777	65.468	74.764
Revealing Romances	16.8	22.8	152.3	174.3	7.204	9.777	65.325	74.778
Secrets	16.8	22.8	152.3	174.3	7.204	9.777	65.325	74.778
Total Group	380.4	470.9	3.419.1	4.037.2	163.237	202.063	1.466.667	1.731.802

†Formerly Movie Star TV Close-Ups. ‡Formerly Hillman Romance Group. *Formerly Hillman Women's Group. ††Formerly True Story Women's Group. ‡‡Alternates bi-monthly with Silver Screen.

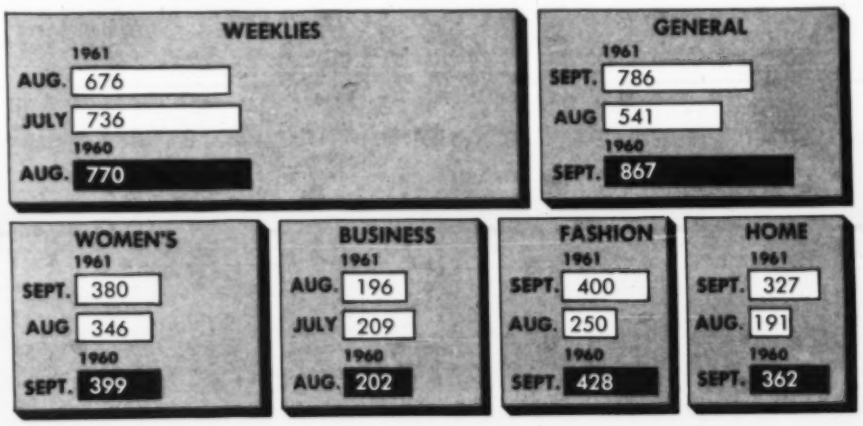
§Business (September)

†Business Management	59.3	51.7	446.9	465.8	24.906	21.714	187.698	195.636
Dun's Review & Modern Industry	85.3	90.9	612.8	713.7	35.729	38.210	257.078	299.380
Fortune	148.8	208.8	1.372.0	1.639.5	94.010	131.930	867.104	1.036.164
Nation's Business	50.5	56.2	417.8	501.3	21.197	23.584	175.437	210.481
Total Group	343.9	407.6	2.849.5	3.320.3	175.842	215.438	1.487.317	1.741.661

§Because current month linage figures for several publications are not yet available this group is broken into a September and an August section. †Formerly Management Methods.

Magazine Linage Trend

Figures in Thousands



Business (August)

	Pages				Lines			
	Aug. 1961	Aug. 1960	Jan.-Aug. 1961	Jan.-Aug. 1960	Aug. 1961	Aug. 1960	Jan.-Aug. 1961	Jan.-Aug. 1960
†Barron's	71.7	61.5	679.1	577.1	47.054	40.386	445.489	378.578
Business Week	272.3	311.8	2.603.2	3.203.4	114.345	130.935	1.093.323	1.345.432
Financial World	36.9	35.9	368.9	348.9	15.500	15.084	154.950	146.555
Forbes	46.6	36.2	438.4	455.6	19.579	15.193	184.134	191.328
Total Group	427.5	445.4	4.089.6	4.585.0	196.478	201.598	1.877.896	2.061.893

†Four issues August 1961; five issues August 1960.

Farm Magazines

	Pages				Lines			
	Sept. 1961	Sept. 1960	Jan.-Sept. 1961	Jan.-Sept. 1960	Sept. 1961	Sept. 1960	Jan.-Sept. 1961	Jan.-Sept. 1960
Farm Journal: (mon)								
≠Central Edition	87.7	74.6	712.7	747.8	37.605	32.017	305.739	320.802
≠Eastern Edition	73.1	60.1	611.0	618.1	31.346	25.797	262.098	265.180
≠Southeastern Edition	60.1	49.6	494.4	513.1	25.770	21.299	212.118	220.124
≠Southwestern Edition	68.2	51.0	514.5	522.1	29.274	21.870	220.702	223.986
≠Western Edition	77.6	61.8	617.0	631.4	33.301	26.518	264.697	270.891
Average 5 Editions	73.3	59.4	589.9	606.5	31.459	25.500	253.071	260.197
Farm & Ranch—Southern Agriculturist: (mon)								
≠Southeastern Edition	24.5	25.1	267.8	292.7	10.511	10.789	114.920	125.560
≠Southwestern Edition	28.0	25.7	278.7	303.3	12.003	11.009	119.589	130.098
Average 2 Editions	25.9	25.3	272.2	296.8	11.093	10.875	116.739	127.327
Progressive Farmer: (mon)								
≠Carolina-Va. Edition	56.8	63.6	570.2	644.7	38.642	43.266	387.747	438.407
≠Ga.-Ala.-Fla. Edition	61.1	64.2	590.2	647.6	41.557	43.664	401.335	440.390
≠Ky.-Tenn.-W. Va. Edition	57.3	62.3	540.4	605.7	38.952	42.351	367.504	411.876
≠Miss.-La.-Ark. Edition	56.5	61.9	550.7	598.6	38.407	42.146	374.445	407.015
≠Texas Edition	60.1	64.1	550.4	620.8	40.872	43.581	374.290	422.112
Average 5 Editions	58.4	63.2	560.4	623.5	39.686	43.002	381.066	423.960
Successful Farming (mon)	75.8	81.8	594.2	677.2	34.111	36.830	267.403	304.719
Total Group	233.4	229.7	2.016.7	2.204.0	116.349	116.207	1.018.279	1.116.203

≠Not included in totals.

Youth

American Girl	28.4	35.1	209.6	228.7	12.183	15.073	89.944	98.110
Boys' Life	28.4	32.5	221.9	245.6	19.325	22.108	150.909	167.006
†Co-Ed	37.0	27.2	136.9	100.8	15.542	11.417	57.506	42.315
Scholastic Magazines	45.4	57.3	247.4	303.2	19.054	24.063	103.919	127.364
‡Scholastic Roto	7.6	—	42.1	45.6	6.639	—	36.844	39.920
'Teen Magazine	13.4	19.6	111.3	142.4	5.614	8.218	46.760	59.766
Total Group	160.2	171.7	969.2	1.066.3	78.357	80.879	485.882	534.481

†No January 1960 issue. ‡No September 1960 issue.

Mechanics & Science

Mechanix Illustrated	53.5	63.9	511.6	580.8	11.986	14.318	114.583	130.095
Popular Electronics	51.2	53.5	428.7	435.7	11.476	11.980	96.036	97.595
†Popular Mechanics	109.7	94.5	832.8	924.7	24.568	21.168	186.541	207.141

(Continued on Page 134)

	Pages Sept. 1961	Pages Sept. 1960	Pages Jan.-Sept. 1961	Pages Jan.-Sept. 1960	Lines Sept. 1961	Lines Sept. 1960	Lines Jan.-Sept. 1961	Lines Jan.-Sept. 1960
‡Popular Science	89.5	98.0	732.4	848.6	20,057	21,963	164,067	190,085
*Science & Mechanics	41.3	—	429.3	336.7	9,251	—	96,160	75,433
Total Group	345.2	309.9	2,934.8	3,126.5	77,338	69,429	657,387	700,349

†September 1961 Annual Home Improvement issue. ‡September 1961 and 1960 Annual Home Improvement issues. *No September 1960 issue; bi-monthly publication at that time.

Outdoor & Sport

American Rifleman	67.7	70.5	450.0	455.8	29,057	30,240	193,030	195,555
Field & Stream	66.4	70.3	565.5	610.4	28,475	30,146	242,591	261,875
Fur-Fish-Game	23.4	24.5	205.1	193.9	10,046	10,487	86,976	83,160
Guns	37.7	33.8	221.7	229.6	16,173	14,511	95,151	98,510
Outdoor Life	66.3	69.2	564.7	595.0	28,424	29,702	242,226	255,254
Sports Afield	55.2	52.7	477.0	503.7	23,660	22,604	204,629	216,077
Total Group	316.7	321.0	2,484.0	2,588.4	135,835	137,690	1,064,603	1,110,431

Detective & Fiction

Dell Men's Group	6.6	8.7	77.6	101.2	2,811	3,722	33,302	43,369
Thrilling Group	10.7	10.3	79.0	73.1	2,406	2,318	17,448	16,387
Total Group	17.3	19.0	156.6	174.3	5,217	6,040	50,750	59,756

Newspaper Sections (I)

(Nationally distributed with Sunday newspapers)

The American Weekly	17.2	18.7	174.9	221.8	14,655	15,887	148,643	188,515
Family Weekly	33.0	39.0	341.4	336.1	28,095	33,234	290,374	285,672
Parade	45.5	45.7	426.2	462.8	38,713	38,828	362,251	393,368
This Week Magazine	66.2	73.3	533.5	603.6	56,270	62,319	453,443	513,063
Total Group	161.9	176.7	1,470.7	1,624.3	137,733	150,268	1,254,711	1,380,618

	Pages Aug. 1961	Pages Aug. 1960	Pages Jan.-Aug. 1961	Pages Jan.-Aug. 1960	Lines Aug. 1961	Lines Aug. 1960	Lines Jan.-Aug. 1961	Lines Jan.-Aug. 1960

Newspaper Sections (II) (August)

(All other newspaper sections)

Chicago Tribune Magazine	88.4	107.3	1,299.3	1,270.9	75,167	91,232	1,104,412	1,080,297
New York Times Magazine	321.7	322.9	2,135.4	2,202.0	273,487	274,479	1,815,085	1,871,742
Philadelphia Inquirer	58.0	76.4	749.0	926.0	49,256	64,937	637,122	787,160
Suburbia Today	11.0	11.8	126.0	124.2	9,392	10,067	107,133	105,525
Total Group	479.1	518.4	4,309.7	4,523.1	407,302	440,715	3,663,752	3,844,724

	Pages Sept. 1961	Pages Sept. 1960	Pages Jan.-Sept. 1961	Pages Jan.-Sept. 1960	Lines Sept. 1961	Lines Sept. 1960	Lines Jan.-Sept. 1961	Lines Jan.-Sept. 1960

Comics Magazines

American Comics Group	7.0	7.0	63.0	63.0	2,646	2,646	23,814	23,814
†Archie Comics Group	—	—	27.0	28.3	—	—	10,206	10,710
Harvey Comics Group	8.0	8.0	72.0	73.0	3,024	3,024	27,216	27,594
National Comics Group:								
Blue Unit	7.0	5.5	44.5	45.0	2,646	2,079	16,821	17,010
Red Unit	7.5	6.5	44.5	46.5	2,835	2,457	16,821	17,577
Total Group	29.5	27.0	251.0	255.8	11,151	10,206	94,878	96,705

†Published bi-monthly; cumulative figures shown are for August issues.

Canadian

Canadian Homes	22.5	30.6	225.3	320.0	15,278	20,796	153,210	217,586
Chatelaine:								
Canadian Home Journal	66.7	74.5	517.4	558.0	45,373	50,666	351,829	379,457
†Revue Moderne	49.8	—	360.8	—	33,872	—	245,319	—
Liberty	19.1	25.7	172.8	215.5	8,194	11,025	74,061	92,245
Maclean's	75.1	88.9	559.7	653.2	51,065	60,480	380,562	444,158
‡Le Magazine Maclean	28.9	—	189.6	—	19,645	—	128,909	—
The Montrealer	15.5	15.3	151.5	149.3	6,510	6,405	63,630	62,685
Reader's Digest:								
English Edition	87.7	105.8	755.5	799.8	15,971	19,250	137,510	145,556
French Edition	93.3	121.5	777.7	873.8	16,972	22,113	141,550	159,023
Revue Populaire	13.9	28.5	124.7	204.7	9,731	19,972	87,491	143,363
*Samedi	8.6	9.3	89.9	132.1	6,063	6,546	63,176	92,616
‡Saturday Night	22.8	28.5	232.1	310.8	9,565	11,950	97,478	130,516
††‡Time-Canadian	87.6	108.1	963.3	1,159.1	36,750	45,710	404,565	486,815
Total Group	481.1	500.1	3,924.9	3,906.4	228,674	217,253	1,827,247	1,736,689

†First published October 1960. ‡First published March 1961. *Changed from bi-weekly to monthly publication August 1961. ‡Not included in totals; as September figures were unavailable as this issue went to press August figures are shown. ††Four issues August 1961; five issues August 1960.

	Pages Sept. 1961	Pages Sept. 1960	Pages Jan.-Sept. 1961	Pages Jan.-Sept. 1960	Lines Sept. 1961	Lines Sept. 1960	Lines Jan.-Sept. 1961	Lines Jan.-Sept. 1960

Canadian National Weekend Newspapers (Rotogravure Linage)

La Patrie	5.0	20.0	61.1	176.7	4,472	18,020	55,017	158,993
†Perspectives	94.1	79.7	597.2	594.3	91,717	77,678	582,306	579,448
†La Presse	96.4	84.5	662.0	709.8	86,742	76,056	595,760	638,779
†Star Weekly	80.1	79.4	596.4	752.3	70,075	69,455	521,872	658,258
†Weekend Magazine	117.2	106.9	763.6	808.4	114,302	104,234	744,523	788,183
Total Group	392.8	370.5	2,680.3	3,041.5	367,308	345,443	2,499,478	2,823,661

†Five issues September 1961; four issues September 1960.

§Foreign (September)

Hablemos	29.6	19.7	139.4	178.6	24,906	16,506	117,096	149,100
Popular Mechanics:								
Popular Mekanik (Danish)	15.2	16.0	150.7	189.3	3,192	3,360	31,647	39,760
PM (Dutch Edition)	11.8	11.7	103.5	86.6	2,478	2,464	21,745	18,190
Mecanique Populaire (French)	26.0	25.8	220.4	217.9	5,824	5,779	49,369	48,809
Populare Mechanik (German)	5.1	6.8	47.7	41.1	1,142	1,523	10,683	9,211
Mecanica Popular (Latin America):								
Brazil (Portuguese)	27.5	27.0	178.8	183.0	6,160	6,048	40,061	40,992
Mexican-Caribbean (Spanish)	23.0	23.1	169.5	221.5	5,152	5,166	37,967	49,616
So. Hemisphere (Spanish)	15.8	12.8	102.4	122.6	3,539	2,870	22,948	27,468
Popular Mekanik (Swedish)	4.2	7.5	65.1	93.3	882	1,568	13,662	19,600
Total Group	158.2	150.4	1,177.5	1,333.9	53,275	45,284	345,178	402,846

§Because current month linage figures for several publications are not yet available this group is broken into a September and an August section.

	Pages Aug. 1961	Pages Aug. 1960	Pages Jan.-Aug. 1961	Pages Jan.-Aug. 1960	Lines Aug. 1961	Lines Aug. 1960	Lines Jan.-Aug. 1961	Lines Jan.-Aug. 1960

Foreign (August)

‡Life International	65.1	88.7	597.7	649.1	44,285	60,435	406,555	441,405
European Edition	37.3	—	151.2	—	25,415	—	102,850	—
Life En Espanol	38.3	37.3	306.2	361.6	26,095	25,415	208,250	245,990
Caribbean Edition	51.5	50.3	451.6	518.6	35,105	34,255	307,190	352,750
Mexican Edition	45.5	52.1	420.2	483.6	31,025	35,445	285,770	328,950
Newsweek:								
†Pacific Edition	94.7	99.4	805.4	820.9	39,757	41,752	338,204	344,782
†European Edition	99.3	85.4	723.9	651.5	41,719	35,872	304,055	273,621
Reader's Digest:								
Arabic	26.5	28.0	237.5	292.5	4,823	4,592	43,225	47,970
Argentine	82.5	66.5	426.5	405.5	15,015	12,103	77,623	73,801
Australian	78.8	92.5	490.5	566.0	14,333	16,835	89,271	103,012
Austrian	47.0	48.0	473.0	485.0	8,319	8,736	83,721	88,270
Belgian	34.5	34.5	417.0	379.0	6,452	6,038	77,979	66,325
Brazilian	101.5	95.5	664.0	650.0	18,473	16,713	120,848	113,750
British	49.5	57.5	509.5	613.5	9,207	10,695	94,767	114,111
Caribbean	38.5	61.5	347.5	507.0	7,007	11,193	63,245	92,274
**Chilean	42.0	—	204.5	—	7,644	—	37,219	—
Danish	26.5	27.0	249.3	294.0	4,823	4,590	45,364	49,980
Dutch	37.0	43.0	454.0	453.0	6,734	7,826	82,628	82,446
Finnish	18.0	23.0	190.0	202.0	3,276	4,278	34,580	37,572
French	59.0	67.0	860.5	906.7	11,033	11,725	160,914	158,667
Swiss-French	24.0	21.0	254.0	219.5	4,488	3,675	47,498	38,413
German	75.0	71.0	824.0	818.0	13,275	12,922	145,848	148,876
Swiss-German	28.5	22.0	290.0	263.3	5,187	4,004	52,780	47,926
Iberian	70.5	63.0	695.5	589.5	12,620	11,466	124,495	107,289
Indian	71.0	66.0	461.0	410.0	13,206	12,012	85,746	74,620
Italian	37.0	47.0	605.0	590.5	6,734	8,084	110,110	101,566
Japanese	21.8	32.5	273.3	284.0	3,741	5,460	47,013	47,712
Mexican	55.5	48.0	341.0	356.0	10,101	8,736	62,062	64,792
New Zealand	39.5	38.5	311.8	276.0	7,189	7,007	56,739	50,232
Norwegian	24.0	28.5	361.5	326.5	4,128	4,845	62,178	55,505
Overseas Military	31.0	53.0	327.0	329.0	5,642	9,646	59,514	59,878
South African	72.5	71.0	571.5	588.0	13,485	12,709	106,299	105,252
Southern Hemisphere	23.5	22.5	149.0	167.0	4,277	4,095	27,118	30,394
Swedish	20.5	38.5	406.5	425.0	3,813	7,161	75,609	79,050
Time International:								
†Time-Atlantic	114.9	132.1	939.1	1,034.6	48,195	55,475	394,765	434,490
†Time-Latin American	91.6	97.7	686.6	749.9	38,430	40,985	288,330	314,895
*Time-Pacific	—	102.4	—	795.3	—	42,980	—	334,005
Time-Asia	99.5	—	766.1	—	41,755	—	322,070	—
Time-South Pacific	81.4	—	547.2	—	34,160	—	229,810	—
Vision:								
Visao (Portuguese Edition)	148.5	165.0	1,056.7	1,195.3	62,370	69,300	433,800	502,040
Mexican Edition	97.0	102.3	778.8	836.2	40,740	42,980	327,110	351,190
Spanish Edition	84.2	85.0	654.8	676.0	35,350	35,700	275,030	283,920
Total Group	2,384.4	2,364.2	20,280.4	20,169.1	769,426	747,740	6,298,182	6,247,721

†Four issues August 1961; five issues August 1960. ‡Two issues August 1961; three issues August 1960. *Time-Pacific split into two editions—Time-Asia and Time-South Pacific—January 1961. **First published September 1960.

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JOIN THIS BRIGHT GIRL and sell in the Sweet Vermont Market with just one order, one bill, one buy. With the Vermont Allied Dailies, a 6-newspaper group, your messages are beamed through the part of Vermont where 93.9% of the state's $652 million buying power originates. Write today: VERMONT ALLIED DAILIES, Rm. 515, Statler Office Bldg., Boston, Mass. (Sales Management figures.)

Better Merchandising Boosts Multi-Pack Consumer Buying, Du Pont Study Shows

WILMINGTON, Sept. 12—A total of 22.4% of all purchases made in supermarkets were multiple—more than one package of the same item being bought at one time by the same shopper.

This was one of the principal findings in a study just completed by E.I. du Pont de Nemours & Co. The information in the study is based on interviews with more than 4,600 family shoppers who made 63,795 purchases in 225 supermarkets throughout the U.S.

H. D. Chickering, manager of packaging sales of Du Pont's film department, said that "the wide difference in multiple purchase rate reveals the profitable opportunity that exists for many products in encouraging shoppers to buy more than one unit at a time.

"Multi-item purchases don't just happen," he said. "They are the planned result of sound merchandising, pricing and packaging techniques designed to move more goods from limited shelf space."

■ The highest multiple purchase rate was scored by frozen fruit and vegetable juices, for which 76.9% of all purchases were multiple. Canned soups ranked next with 71.4%. Other items for which at least 50% of all sales were in multiple units included cigarets, other tobacco products, canned milk, pet food, canned vegetables, dessert mixes and baby food.

The lowest scores—with less than 10% of the purchases being for more than one unit of an item—were registered by variety breads, sweet rolls, coffee cake, crackers, cookies, pretzels, potato chips, processed meats, fresh fish, vinegar, jellies, cereal, rice and several other grocery items. #

Ocean Spray Launches 12-Month Drive in November

Ocean Spray Cranberries, Hanson, Mass., is launching its first month by month year-round campaign in November with page and half-page color ads in *American Home, Better Homes & Gardens, Family Circle, Good Housekeeping, Ladies' Home Journal, McCall's* and *Woman's Day.*

The lead-off ad in November points up "5 ways to make your turkey taste better" with serving ideas for Ocean Spray jellied cranberry sauce and whole berry sauce. The opening holiday campaign will have publicity support in all media, including a schedule of short "educational cranberry films" for public and tv use. Point of sale material carries both the holiday and year 'round themes, "Traditional treat for holiday meat" and "Make every meal a holiday meal." Batten, Barton, Durstine & Osborn is the agency.

Advertising Age

With which is incorporated Advertising Agency Magazine, formerly Advertising & Selling

Second Class P...

August 14, 1961
Volume 32 • Number 33
25 Cents a Copy • $3 a Year
CHICAGO 11 • Published Weekly at
200 E. Illinois St. • DE 7-5200
NEW YORK 17
630 Third Ave. • YU 6-5050

Gladys the beautiful receptionist

"... and take the afternoon off, he said, after I reminded him about Ad Age's 'Drug and Cosmetics' Issue."

'Mislabel ... in FDA D...

Restraint Order Halts ... Tootsie Roll Shipments Pending Aug. 17 Hear...

WASHINGTON, Aug. 11—Prod... of such prominent companies ... Beech-Nut Life Savers, Natio... Biscuit and Continental Bak... were added to the list of gover... ment-seized goods as agents ma... more than 50 additional seizur... this week in the Food & Drug Ad... ministration's crackdown on foo... labeling.

Since the drive got under wa... July 10, the number of seizures i... all parts of the country now totals ... 99. Actions have been particularly ... numerous in such fields as cereals, ... tea, spices, candy, and baked ... goods.

...compilation shows that

...s Fluoride, Cue, ...entifrice Derby

...Major ...Is ...and ...enti- ...to be ...hyll" ...ar the ...oride." ...as just ...ing a ...paste ...Or- ...eeks ...pana ...oro- ...as ...v-

...erhouse in the dentifrice business with a 45% share of a $235,000,000 retail market, has seen its fluoride label, Crest, more than double its sales in a year.

Only **Lever Bros.**, among the top four companies, is now without a fluoride brand in the market.

■ Colgate, whose Gardol is still the single best-seller in the field, though now by the slimmest of margins, said Cue would be boosted by television spots and cut-ins and newspaper space through D'Arcy Advertising. A Cue cartoon stuffer aimed at mothers tells of "the new stannous fluoride toothpaste with the happy new taste for kids who don't like to brush their teeth." It calls stannous fluoride "the famous ...

Even Gladys Will Get Excited About This One!

It's not often that "Gladys the beautiful receptionist" shows any emotion, but if she's like Advertising Age's editors, she, too, will be excited about the coming "Drug and Cosmetics" issue. Scheduled for publication on October 16, it will feature a detailed study and report of this ever changing, rapidly expanding industry and its advertising and marketing trends and patterns.

Certainly no one industry has resorted to advertising and marketing programs with as much imagination and persuasion to capture the consumer dollar as the drug and cosmetics industry. The history of this industry's advertising "hits and misses" will add up to an exciting issue that will be eagerly read by Ad Age's over 50,000 paid subscribers.

That's why the "Drug and Cosmetics" issue offers an excellent opportunity for media and services to tell their sales story. Here, amidst a wealth of editorial facts and figures and the recognized attention getting power of Advertising Age with key advertising/marketing executives, is the place to display your market message. Ad Age is important to important people—the people who are important to you. Plan now to be in this important issue—

"DRUG and Cosmetics" ISSUE

200 EAST ILLINOIS STREET • CHICAGO 11, ILLINOIS

630 THIRD AVENUE • NEW YORK 17, NEW YORK

ABC ABP NBP *1 Year (52 issues) $3.*

EDITORIAL OUTLINE

Drug and Cosmetics Issue, October 16

The Drug and Cosmetics Issue will study the advertising and relevant marketing data of proprietary medicine, ethical drugs and cosmetics. It will contain:

STATISTICAL

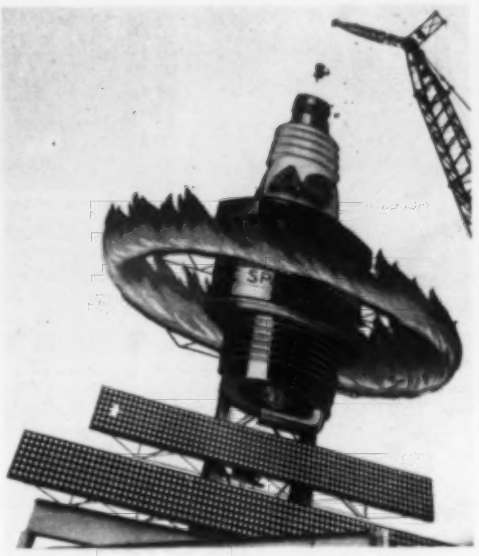
1. Advertising expenditures by broad drug categories combined with figures on what consumers spend in each category.
2. A map illustration showing state by state breakdown on drug sales.
3. Estimates of sales by product categories and by types of retail outlets with figures going back to 1950 and in some cases as far back as 1914.
4. Advertising expenditures and sales of the top 50 drug and cosmetic companies with percentage of media allocations.
5. Table on the top 10 prescription products of 1960, in terms of dollar volume.
6. Table on drug product sales.
7. Table covering 30 years, showing relationship of ethical to proprietary drug sales, mirroring the rise of ethical drug sales.

STORIES

1. Advertising/marketing profiles of the top 10 drug companies.
2. Story on the movement of health and beauty aids to supermarkets, through rack jobbers, and the rise of the private labels.
3. "Inside a Drug Wholesaler"— A story on a leading drug wholesaler operation.
4. New product survey—the successes, flops and frauds.
5. A survey story highlighting the leading companies in ethical drug sales—their advertising expenditures, advertising agencies, etc.
6. A story on the rise of cosmetic companies and their trend to "go public."
7. A story on one of the most profitable companies in the world—a well known ethical drug company.
8. The story of a leading cosmetic company.

FEATURES

1. A successful patent medicine executive talks about this fascinating business drawing upon his lifetime of experience.
2. "The Wonderful World of Cosmetic Advertising"—A picture story of cosmetic advertising throughout the years.
3. Proprietary advertising—reproduction of ads and TV clips showing how the successes were made.



LARGEST PLUG—*The AC Spark Plug division of General Motors lit up the "world's largest spark plug" this month in Ferndale, Mich. The sign, built by Townsend Sign Co., Detroit, is 100' from top to base, and the spark plug itself measures 60'. AC estimates the spark plug and message flasher will be seen by 20,000,000 motorists a year. D. P. Brother & Co. is the agency.*

Quebec Moves to Enforce Highway Advertising Ban

QUEBEC, P. Q., Sept. 12—Thousands of signs have been taken down in Quebec Province in the last six weeks as the provincial government moved to enforce a 28-year-old law prohibiting advertising signs within 1,000' of highways under provincial control.

Bernard Pinard, minister of roads, has attacked roadside advertising as (1) a traffic hazard and (2) frequently in bad taste. Complaints about signs, he said, had come from all parts of this big province which adjoins New York, Vermont, New Hampshire and Maine.

Some signs have been taken down by owners. Others have been removed by government employes, and the owners will be billed for the cost of removal.

■ Advertising companies, with thousands of dollars at stake, object to the action.

"We are just as anxious as any citizen to make sure that outdoor advertising is in good taste and doesn't offer any danger to traffic," said one official of a large outdoor advertising company here.

The official, who asked not to be identified, said a committee of government and advertising representatives is expected to consider what, if any, highway advertising will be permitted, and cited typical problems:

"Tourists, who make up a large part of our highway traffic, like to know what motels or restaurants are on the road ahead of them," he said. "How will they know, if these businesses are not allowed to place advertisements along the roads?"

■ Campbell Outdoor Advertising Co., with about 400 outdoor locations, is due for a court hearing this month on charges of violating the law.

The province is considering legislation to close one loophole. Some cities' limits extend into rural areas, many of them studded with outdoor signs. The cities, rather than the province, have jurisdiction in these areas.

COLOR INSERT—*Looking over a section of a Hi Fi color preprint insert which American Home Foods will run for a Chef Boy-Ar-Dee "Meal in a Minute" promotion in 60 newspapers this fall are (left to right) Larry Sauers, American Home Foods; Charles T. Lipscomb Jr., Bureau of Advertising; and Fred Pitzer, American Assn. of Newspaper Representatives.*

Martin-Senour Sets Push

Martin-Senour Co., Chicago, will feature new packages for its line of automotive paints in a new campaign breaking in September. The company will run half-page, two-color ads in *Popular Mechanics* and *Popular Science*, and full-color and two-color inserts in nine automotive and fleet publications. MacFarland, Aveyard & Co., Chicago, is the agency.

Quinn Joins Cramer-Krasselt

Frank Quinn has rejoined the creative staff of Cramer-Krasselt Co., Milwaukee, after 16 years with Chicago agencies, including J. Walter Thompson Co.; Henri, Hurst & McDonald; and the old Weiss & Geller (now Edward H. Weiss & Co.).

N. Y. STATE THRUWAY AUTHORITY SET TO MOVE

ALBANY, N. Y., Sept. 12—The State Thruway Authority, flush from a legal victory prohibiting "distracting billboards" along its right of way, is set to crash down on what it says are 25 violations of regulations.

The attorney general's office is preparing to seek injunctions against maintenance of the signs, it was learned.

The suits will not be restricted to so-called "offending" signs alongside the thruway; the attorney general's office also is going after owners of objectionable signs on the Northway.

■ Unauthorized signs within 660' of the thruway's right of way are prohibited by law. The court of appeals upheld the law after a court test involving a sign, advertising a motel in Rockland County, within the prohibited distance of the thruway.

Among the new batch of suits is one by the thruway against Jayem Holding Corp., owners of a sign in Rockland County within 660' of the thruway's right of way. The specific location is given as Grand-view on the Hudson.

The sign, at the time the injunction proceedings were brought, was said to have contained this inscription: "Co-Op Apts. Model Apt. Exit-10, U Turn, Nyack at 9WS." #

Frick Names VanSant, Dugdale

Frick Co., Waynesboro, Pa., manufacturer of refrigeration and air conditioning equipment, forest and farm machinery, has picked VanSant, Dugdale & Co., Baltimore, as its agency. The account formerly was handled by Lewis & Gilman, Philadelphia. VanSant also has named Ralph Dyer, formerly with Lewis Grocer Co., food merchandising supervisor—a new post.

Yeates Joins Spitzer, Mills

Allan B. Yeates, director of public relations, advertising and sales promotion of Prudential Insurance Co. of America, Toronto, has resigned and will join Spitzer, Mills & Bates, Toronto, as a vp and member of the agency's executive committee. Mr. Yeates will be succeeded at Prudential by R. V. (Dick) D'Arcy, formerly sales promotion manager.

'Y Magazine' to Bow

Y Magazine, a new monthly magazine, aimed at YMCA personnel and members, will make its debut with an October issue. It will be published by Y Publications Inc., Grand Rapids. The first issue will be 50,000 copies, and a goal of 80,000 paid subscriptions is anticipated by January, 1962. The one-time rate for a b&w page is $595.

BUYINGEST MARKET IN AMERICA...

METROPOLITAN ODESSA (Texas)

1st IN THE NATION...

...with $5,887 RETAIL SALES per household

Sm. May 10, 1961

SELLINGEST NEWSPAPER

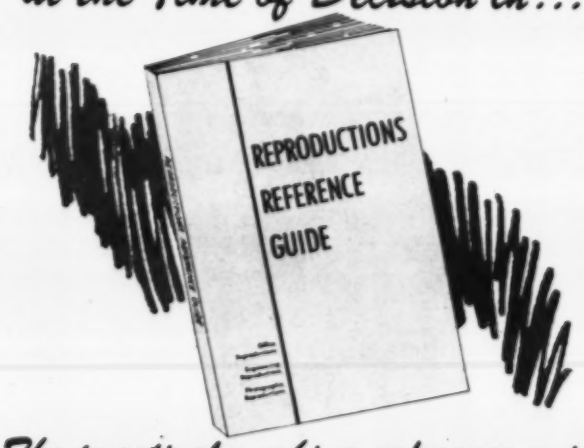
ODESSA AMERICAN

...the only newspaper with the circulation strength and influence to sell Odessa and its rich, ten-county market!

Represented nationally by TEXAS DAILY PRESS LEAGUE, INC.

SELL THE REPRODUCTION PROCESS MARKET*

at the Time of Decision in...



The practical working reference guide ... all year round

* Administrative and Technical Personnel in the Reproduction or Printing Departments of Commerce and Industry.

The exploding office/factory copying, duplicating, printing department market. ■ The ever-multiplying reproduction departments in government agencies, educational, and religious institutions. ■ The Commercial Service organizations including blueprinters, lettershops, lithographers and printers.

REPRODUCTIONS REFERENCE GUIDE
SECOND ANNUAL EDITION
ISSUED: November 1961 CLOSES: October 1, 1961

for more information phone or write ...
REPRODUCTIONS REFERENCE GUIDE
A WOLF BUSINESS PUBLICATION
Affiliate Publication: Reproductions Review
101 WEST 31st STREET, NEW YORK 1, N. Y. • WI 7-7799

Advertisement

WOMAN'S INTUITION is not necessary, for women *and* men in the business know that you can boost sales in the Sweet Vermont Market with just one order, one bill, one buy—THE VERMONT ALLIED DAILIES. This six-newspaper group blankets the part of Vermont where 93.9% of the state's $652 million buying power originates. Write: VERMONT ALLIED DAILIES, Rm. 515, Statler Office Bldg., Boston, Mass. (Sales Management figures)

NEW SIZE! 5¢

NESTLE'S CRUNCH MILK CHOCOLATE
ALMONDS NESTLE MILK CHOCOLATE NESTLE'S

Nestles makes the very best chocolate

WEST COAST BOW—*Nestle Co., White Plains, N.Y., has begun marketing its 5¢ bars in the seven western states. Newspaper ads like this are supporting the introduction. McCann-Erickson is the agency.*

The Doctor's primary interest is Medicine*

Although a doctor may be interested in fishing, golf, art, or music, he is first a doctor. His primary interest is, and always will be, medicine.

Because a doctor's primary interest is medicine, he will react most promptly and more favorably to a publication that satisfies that interest most.

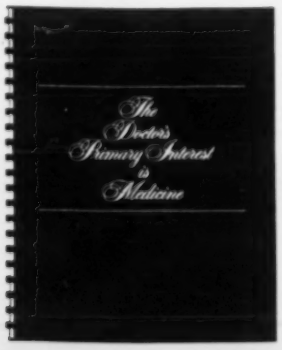
MODERN MEDICINE satisfies the doctor's primary interest quickly . . . clearly . . . concisely . . . pertinently. Its editorial philosophy provides doctors with essential medical information.

U.S. doctors respect and react to MODERN MEDICINE—the one publication that most thoroughly meets their primary need. **Sell the Doctor when his mind is on Medicine in**

MODERN MEDICINE

84 South 10th Street, Minneapolis 3, Minnesota

*A comprehensive report covering the doctors' interest in the first 6 issues of 1961 is available on request.



Minneapolis • Chicago • New York • San Francisco • Los Angeles • In Canada: Modern Medicine of Canada, Médecine Moderne du Canada • In Great Britain: Modern Medicine of Great Britain • In Australia: Modern Medicine of Australia

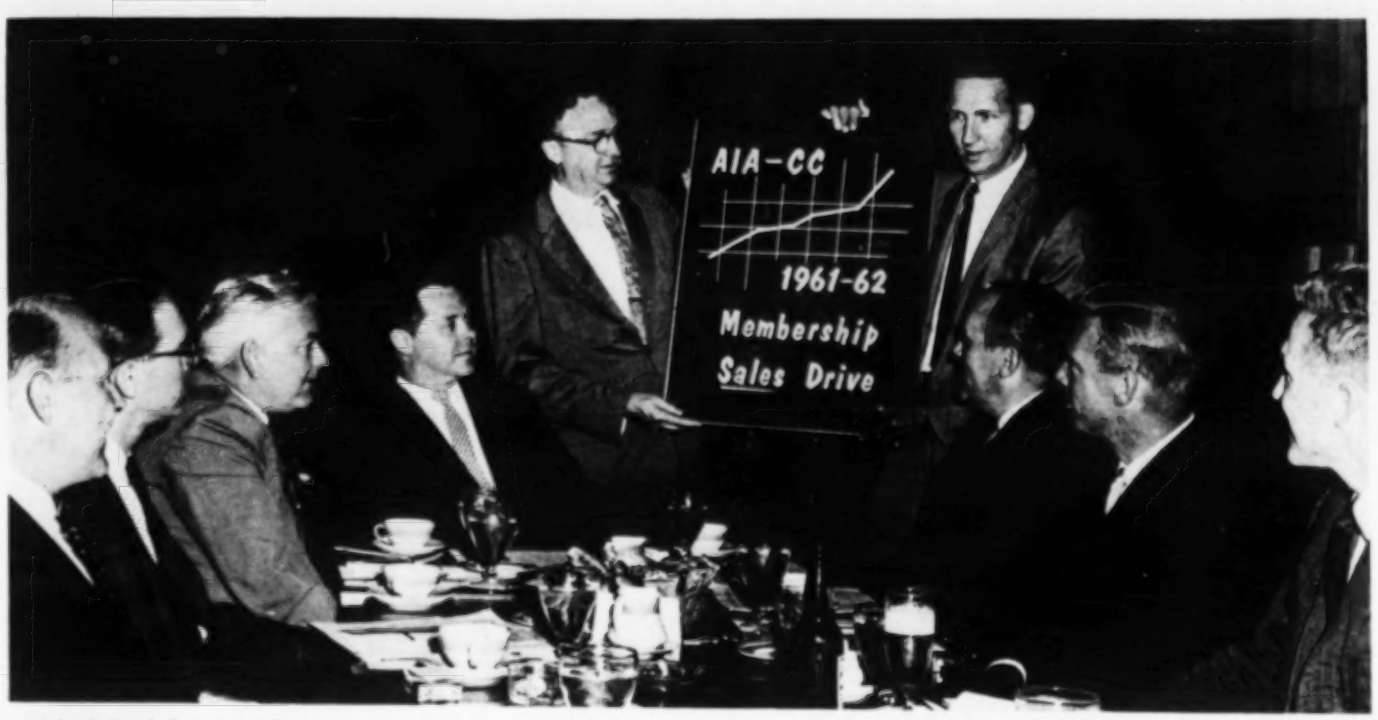
Meredith Publishing Sets Outdoor Drive For BH&G

Meredith Publishing Co., Des Moines, Ia., is advertising its *Better Homes & Gardens* on 55 posters in 15 top shopping centers in and near Denver, Colorado Springs and Pueblo, Colo. The campaign will run for one year, and the posters, displaying the magazine's cover, will change each month.

Shopping Center Network division of National Advertising Co., Bedford Park., Ill., subsidiary of Minnesota Mining & Mfg. Co., St. Paul, is providing the display. W. D. Lyon Co., Cedar Rapids, Ia., is the agency for Meredith.

GOA Names Wilson Art Head

William B. Wilson has been appointed art director of the New York branch of General Outdoor Advertising Co. Mr. Wilson, formerly on the art staff, suceeds George Haltane, who has been transferred to the Chicago branch as art director.



Lehnhardt Campbell Halloran Hunt Hayes Duggan Barry Rodger McFedries

MEMBERSHIP DRIVE—*Harold O. Hayes, of Fuller & Smith & Ross, and president of the Chicago chapter of the Assn. of Industrial Advertisers, and A. L. (Dug) Duggan, Edward Valves, membership sales chairman, tell the membership committee meeting that the Chicago chapter can pass up the New York chapter and become the biggest AIA chapter. Listening are Harry R. Lehnhardt, Mechanical Engineering; Richard B. Campbell, Automatic Electric Co.; Martin V. Halloran, Gulf Publishing Co.; Lawrence H. Hunt, McGraw-Hill Publishing Co.; Thomas H. Barry, Iron Age; John M. Rodger Jr., Chemical Engineering; and George W. McFedries, Chemical Processing.*

Guiberson Names Messinger; Moves to Cunningham, Cooper

Guiberson Corp., Dallas, oil tool manufacturer, has appointed Harold L. Messinger director of marketing, a new post. Mr. Messinger was formerly general sales manager of Oil Well Mfg., Los Angeles. Mr. Messinger's appointment followed the announcement of the switch in Guiberson's agencies from Ted Workman Advertising to Cunningham, Cooper & Associates.

Dairy Assn. Names Freitag

Robert P. Freitag, formerly Chicago area district representative of the housewares division of General Electric Co., has been appointed director of the program merchandising department of American Dairy Assn., Chicago.

Philco Seeks Premium Market for Appliances

PHILADELPHIA, Sept. 12—Philco Corp. is hoping to be able to talk some food chains into utilizing its major appliance products as premiums.

Philco is understood to have broached the subject with A&P and with American Stores Co. The latter has national headquarters here.

Philco would not comment on plans for a test to prove to mass merchandising outlets that major appliances could be used with great effect as premiums, but this is not the first time this manufacturer has attempted such a program.

■ Nearly 10 years ago, when tv first became an important educational tool, Philco moved some 2,000 tv receivers through Acme Markets into local classrooms through sales tapes. The tapes were then redeemed for television sets for schoolrooms.

The promotion, considered a public service, was highly successful. However, Acme has never been interested in using such items as regular premiums.

The plan would work in this way: Premium items would be displayed on the floors of the chain stores. Customers would then be able to redeem them with tapes or special stamps.

Just how the chains would obtain the appliances is not disclosed by Philco. #

Harwyn Names Grant

Harwyn Publishing Corp., New York, publisher of "Art Linkletter's Picture Encyclopedia for Boys & Girls," has named Grant Advertising to handle its account. Grant said billings will be more than $500,000. The agency also has transferred Wallace J. Gordon, vp and copy chief in its New York office, to Chicago, in the same capacity.

Armour Buys Food Specialties

Armour & Co. has purchased Food Specialties Inc., Worcester, Mass., maker of Appian Way brand of pizza mix and other pizza products. Armour will operate the business as part of its grocery products division. Armour said no decision has been made on the future of Charles F. Hutchinson Inc., Boston, agency for Food Specialties Inc.

SALES MEETING CASINO KIT $69.00

CREATES ENTHUSIASM
PROVIDES ENTERTAINMENT

A WONDERFUL COME-ON
FOR DISTRIBUTOR AND DEALER MEETINGS

$1,000,000 IN PLAY MONEY TO BUT REAL GIFTS ON BIDS . . .

PROFESSIONAL SIZE

CASINO KIT CONTAINS:

A. WHEEL, 1 - 40 Numbers, Red, White and Blue - 24 inch diameter.
B. WHEEL, 1 - 40 White Numbers on Green Laydown - 120" x 12"
C. ONE ROULETTE WHEEL, With Beautiful Red, White and Green Numbers on Green Background - 88" x 36"
D. CRAPS LAYDOWN, White Numbers on Green Background 2 Pair Dice With Dice Cup - 51" x 36"
E. BLACKJACK LAYDOWN, Green With White Copy - 49" x 36", With One Pack of Cards
F. $1,000,000 IN PLAY MONEY, 5,500 One Hundred Dollar Bills, 850 Five Hundred Dollar Bills, 125 Thousand Dollar Bills

SEND CHECK OR MONEY ORDER . . .
OR FOR MORE INFORMATION WRITE

Creative Advertising Co.
CREATIVE ADVERTISING COMPANY
P.O. BOX 307, YORK, PENNA.

BUY THE BIG 5th
EL PASO, TEX.
... AND HELP YOURSELF

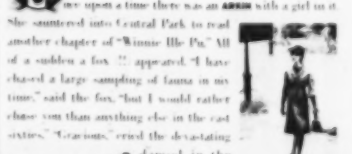
"Here's how" El Paso, big 5th city of Texas, serves your sales a triple shot . . . by serving 750,950 consumers in southern New Mexico, West Texas, and Juarez, Old Mexico. What a dividend! Buy the Big 5th, ranking well within the nation's TOP FIFTY MARKETS, and reach 750,950 people who want to buy what you want to sell. Buy the Big 5th . . . El Paso, Texas . . . and help yourself!

EL PASO BROADCASTERS: XELO KELP-TV KELP KHEY KIZZ KROD-TV KROD KSET KTSM-TV KTSM XEJ-TV XEJ

Advertisement

MARKET ANALYST REVEALS ALL! Tells how she sells in the Sweet Vermont Market with just one order, one bill, one buy. Uses the Vermont Allied Dailies, a 6-newspaper group which saturates the part of Vermont where 93.9% of the state's $652 million buying income originates. For details, write: VERMONT ALLIED DAILIES, Rm. 515, Statler Office Bldg., Boston, Mass. (Sales Management figures.)

Once upon a time there was an ARKIN with a girl in it. She sauntered into Central Park to read another chapter of "Winnie the Pu." All of a sudden a fox ". . . appeared. 'I have chased a large sampling of fauna in my time,' said the fox, 'but I would rather chase you than anything else in the east sixties.' 'Gracious,' cried the devastating damsel in the dress and jacket. 'If you do I'll fall and rumple my Arkin.' 'Arkin?' exclaimed the fox. And he/she turned into Speed Slater, top good police man at Blindbrook, and most eligible. 'My gold buttoning cups,' said he, 'to the girl who sports the first name in fashion!' They dashed to Hamptons where he popped the question. They wed and lived happily in his duplex fireside on Sutton Place.



MORAL: AN ARKIN BRINGS OUT THE BEST IN A WOMAN AND THE GENTLEMAN IN A BEAST

ARKIN'S FABLES—*This b&w page, breaking in the September Harper's Bazaar, is one in a series of fashion fables with the moral: "An Arkin brings out the best in a woman and the gentleman in a beast." Campaign runs in six other books also. Wexton Co. is handling for the Arkin Organization.*

The SKILLionaire stays put.

In his city of Rochester, N. Y., the labor turnover is only one person in 100 each month. That's twice as stable as the national average, and better than any other American industrial city.

For the SKILLionaire—the man on the street in Rochester—there's little reason to change jobs. He holds a skilled job in one of Rochester's stable, precision industries. His family has an average annual spendable income of $8,014*, considerably higher than the national average.

Since an average of 20 new industries come to Rochester each year, employment stays high. And the SKILLionaire's work-stoppage rate is about one-fifth of the national average.

nobody calls the SKILLionaire a quitter

This stability is reflected in the continued high circulation of the SKILLionaire's newspapers. Almost every household in metropolitan Rochester buys and reads either the *Rochester Times-Union* or *The Democrat and Chronicle* or both daily for *advertising* as well as news.

We take a candid view of the SKILLionaire, his market and his buying habits in our "Case for the SKILLionaire" kit. Do you have your copy? Write National Advertising Manager, *Rochester Times-Union* and *The Democrat and Chronicle*, Rochester, N. Y.

*Source: *Sales Management*, "Survey of Buying Power," May 10, 1961

ROCHESTER TIMES-UNION and THE DEMOCRAT AND CHRONICLE . . . Members: Gannett Group of Newspapers. Represented by Gannett Advertising Sales, Inc., New York, Philadelphia, Chicago, Hartford, Syracuse, San Francisco and Detroit.

B+C · B+C · B+C ·

Chesebrough Brands Go to Esty Jan. 1

(Continued from Page 1)

little advertising). Chesebrough said this agency would continue on the account.

■ In announcing the account switches, Albert Richardson, advertising vp for Chesebrough-Pond's, spoke of the recurring problem of major advertisers who can't find many larger agencies to handle their accounts because of potential client conflicts.

"We want to stress that the only reason for our severance with Compton Advertising is because they are unable to handle other business which we have offered them due to competitive product conflicts," Mr. Richardson said. "It is our policy to try to make our business as profitable as possible to our agencies, but Compton's wide range of clients resulted in so many conflicts that we were unable to carry out this policy effectively with them."

Referring to the Ellington change, Mr. Richardson explained that Chesebrough had long wished to consolidate its advertising "into a more manageable number of advertising agencies" (it had seven), but acquisitions and new product ventures have instead brought more agencies.

■ "Our decision to part with Ellington was necessitated by our basic policy to consolidate our agencies as far as possible within the context of competitive product conflicts now in being and is in line with our desire to make our account as profitable to the C-P advertising agencies.

"New product exploitation and test market aid from all our advertising agencies in the past year has made this problem of even greater concern to us in recent months," he added.

The Pertussin cough remedy line has performed satisfactorily for Chesebrough since its acquisition from Seeck & Kade in 1956. It is a solid No. 2 in the marketplace, behind the front-running Vick's lineup. Actin cough syrup was tested last year, is now being sold nationally and will break its first national campaign this fall.

In its Pertussin medicated vaporizer, Chesebrough had an immediate winner. The aerosol product has been so successful that it has sparked several national competitors who are expected to move into position this fall.

■ Seaforth men's toiletries were bought from Vick in 1958 and have yet to find their proper place in the Chesebrough stable. In the past the manufacturer seriously considered reselling the line. It would probably still be receptive to a good price, despite the shift in marketing emphasis from a holiday to an all-year-round product.

Seaforth is a minor factor in a highly competitive market and Chesebrough is thought to feel that unless it considerably increases an ad budget of around $200,000—which it is not presently disposed to do—the Seaforth line will not make any significant gains.

Odo-Ro-No deodorant is a name which helped create a new industry, participated in its early growth, and then fell under the heels of a thundering herd of competitors. Northam Warren bought Odo-Ro-No from its founder and said it was the first nationally advertised and distributed deodorant.

What was once a commanding position has since been eclipsed by at least a dozen other national brands, many of which were born after World War II. Odo-Ro-No's share of market today is 1% or less.

The entire deodorant market is worth roughly $55,000,000 at the manufacturer's level (double at retail) with all forms of Arrid holding down a commanding 20%, followed by Ban with slightly less. Creams and roll-ons account for 35% each of the total business, sprays about 12%, sticks around 10%.

Last year, Odo-Ro-No introduced a roll-on deodorant with an adjustable roll-on device with the headline, "Now a new roll-on deodorant that adjusts to you and your needs instantly." It gave Odo-Ro-No a sales hypo but made no significant change in the over-all marketing picture.

■ Odo-Ro-No's agency for most of the 1950s, when the deodorant market was in a period of heavy expansion, was J. M. Mathes Inc. In 1958 (along with Cutex), it went to Doyle Done Bernbach for a year. In June, 1959, it was split between Ellington and Doherty, Clifford.

Besides Esty, the company's other agencies are now J. Walter Thompson Co. (the largest); Norman, Craig & Kummel; Cortez F. Enloe Inc., and Doherty, Clifford.

No Agency Changes Expected as Ford Purchases Philco

(Continued from Page 1)

poses no product conflict, the agency handles Dodge cars and trucks for Chrysler Corp., one of Ford's major competitors.

However, BBDO was confronted with a similar situation earlier this year when Ford bought the Autolite trade name and distribution rights from Electric Autolite Co. (AA, April 17). After some speculation, Ford merged Autolite into its new Motorcraft division and retained BBDO to handle the account. BBDO's portion of Philco reportedly bills between $3,000,000 and $4,000,000.

James M. Skinner Jr., president of Philco, met with top Ford officials studying the entire organization. Philco engineering, advertising and merchandising executives are believed to have been brought in on parts of the meeting.

Questions put to Mr. Skinner by phone were turned back with indications that they would have to be cleared with Ford.

■ For Philco, the Ford offer is a windfall since the company had been on the downslide for a number of years.

Philco's sales reached a peak of $430,000,000 in 1953, with a net profit of $18,400,000. In 1960, Philco sales were $401,000,000, but its net income was only $2,287,000 in spite of $700,000 in tax credits.

Ford's story has been just the opposite. Last year its sales reached $5.23 billion, with a net profit of nearly $28,000,000.

■ Two conditions are to be met before the agreement is concluded. Philco preferred and common stockholders must vote for approval of the purchase, and there must be a tax ruling to the effect that no federal income tax gain or loss will result from the stock exchange. #

Brassington Named A.M.

William R. Brassington, formerly advertising manager of Macfadden Women's Group, has been named to the new position of advertising manager of Macfadden Publications, New York. The company's ad director is Robert L. Young, a vp.

Last Minute News Flashes

John Herbert May Be Next MPA President

NEW YORK, Sept. 15—John K. Herbert, longtime Hearst exec, was thought to be in line today for election as president of the Magazine Publishers Assn. Mr. Herbert, who recently became advertising assistant to the general manager of Hearst, has been named by the executive committee assigned to pick a new MPA president, and his name will be presented to the association's board of directors when it meets here Tuesday, Sept. 19. Mr. Herbert was publisher of *The American Weekly* until last month. Robert E. Kenyon's contract as president expires at year end.

Macleans Toothpaste Switches to MacLaren

TORONTO, Sept. 15—Beecham Products Ltd. (formerly Harold F. Ritchie & Co.) has moved the advertising account of Macleans toothpaste from McConnell, Eastman & Co. to MacLaren Advertising. The account is expected to bill substantially more than $500,000 next year. The move gives MacLaren all Beecham's toilet lines in Canada, while McConnell, Eastman retains the medical products.

Bates Negotiating to Buy French Agency

NEW YORK, Sept. 15—Ted Bates & Co. is completing negotiations to acquire a French agency, Agence Francaise de Propagande. AFP is the agency which introduced the Bic ballpoint pen in France—only to lose the account this year. Bates offices in Britain and the U. S. now handle Bic.

FTC Checking on Compliance with '56 Decree

NEW YORK, Sept. 15—The Federal Trade Commission is checking up on compliance with the advertising anti-trust consent decrees signed in 1956. Investigators visited Associated Business Publications this week; ABP President William K. Beard confirmed that FTC is examining ABP files. He said the association is making available everything investigators ask for. Earlier this year the Department of Justice turned over some 56 decrees of recent years to FTC to examine for compliance. The FTC men visited the American Assn. of Advertising Agencies about a week ago.

Ban Trademarks for Prescription Drugs: Loevinger

WASHINGTON, Sept. 15—Lee Loevinger, anti-trust chief, today urged a congressional ban on trademark registration of prescription drugs because proprietary names confuse both doctors and the public. Trademarks, he told the Senate anti-monopoly committee, serve their proper function only when they identify the source of goods, but are misused when they serve as the names of products. He suggested that perhaps trademarks should be eliminated for prescription drugs.

Doumak Names Wade; Other Late News

• **Doumak Inc.**, Los Angeles, developer of the extrusion process for the manufacture of marshmallows and manufacturer of Pixie and Snow White marshmallows, has named Wade Advertising to handle its advertising. The company is establishing a new plant in Elk Grove, Ill., to expand distribution to the Midwest and East.

• **Melvin J. Erickson**, formerly general manager of Rexall Drugs, is expected to join J. W. Raymond Inc., Los Angeles, as a principal in the agency within the month.

• **William I. Scherb** has been appointed to the new post of director of marketing of McCreary Tire & Rubber Co., Indiana, Pa., maker of truck and passenger car tires. Mr. Scherb was formerly director of marketing at Lando Advertising Agency, Pittsburgh.

• **Roscoe W. Sturges**, formerly vp and account supervisor on General Foods at Young & Rubicam, has joined Donahue & Coe, New York, as vp and account executive on Bosco milk amplifier.

• **Theodore M. Kaufman**, formerly a vp, account supervisor and member of the board of Grey Advertising, has been appointed a vp of Fruit of the Loom Inc., New York, textile manufacturer.

• **Gulf Oil Corp.**, New York (Young & Rubicam), will start using prime time 40-second tv spots in about 40 markets late this month with frequency running from three to 10 a week. The drive, to give additional weight to Gulf in these markets, will continue into December. Gulf is the first major national advertiser to make a large scale test of the new spot length. The reason: Gulf's desire for longer commercials to tell the product story.

• **Bruce Crawford**, account supervisor on Brown & Williamson Tobacco Corp. at Ted Bates & Co., New York, will move shortly to Chesebrough-Pond's Inc. as advertising manager for toiletries and proprietaries, a new post (*for other news of Chesebrough, see story on Page 1*).

• **Waste King Universal** will promote its three top models in "Autumn Tone" copper in 1,000-line newspaper ads beginning Sept. 18. This is the manufacturer's first departure from traditional white for its household gas ranges.

• **Richard C. Lipps** has been named to the new post of corporate director of marketing for Crane Co., to formulate over-all marketing policy and coordinate marketing for all Crane's U. S. operations. He will be responsible for Crane's corporate advertising. Mr. Lipps was formerly Westinghouse welding division general manager.

• **Edward Gelsthorpe** has joined the toilet articles division of Colgate-Palmolive Co., New York, as vp and sales manager, succeeding Robert E. Hilbrant, who has retired. Mr. Gelsthorpe was with Bristol-Myers Co. for 11 years, last as vp and director of marketing for the products division. He joined Liebmann Breweries last February as vp for marketing, a new post, and left earlier this month.

• **The Jordan Development Board** has appointed Doherty, Clifford, Steers & Shenfield, New York, to handle its tourist advertising and pr account, which will bill around $250,000. Campaigns in the U. S. and in Europe will start about Jan. 1. There was no previous agency.

• **Robert J. Lobdell**, formerly manager of the Chicago office of Adam Young Inc., radio station representative, has been named midwestern sales manager of Mutual Broadcasting System, with offices in Chicago. This title has not been in use at the network for several years. Roger Sheldon, a tv salesman with Adam Young's New York staff, has been shifted to Chicago to head Young's radio operation there.

TLC IS ESSENTIAL—*New Seven Seas salad dressing, introduced in this four-color Chicago Tribune page last week, contains the standard ingredients plus tender, loving care, the advertiser says.*

Dressing Is 1st Anderson, Clayton Consumer Brand

(Continued from Page 1)

ture all four Seven Seas salad dressings (Italian, Russian, French and Island French) which comprise Anderson, Clayton's initial entry in the field.

In addition to the *Tribune* campaign, the Chicago introduction of Seven Seas is being supported by advertising in the *Chicago Daily News*, tv spots, and an intensive advance trade merchandising program which is being conducted by Calkins & Co., food broker, aiming at near-saturation distribution in advance of the product's introduction in the Chicago market.

■ Entry into Cleveland, scheduled one week behind the Chicago introduction, will follow the same promotional pattern. Newspaper advertising will run in the *Cleveland Plain Dealer* and *Cleveland Press & News*, according to Robert Palazzo, sales manager of salad dressing products of Anderson, Clayton.

The Seven Seas line is Anderson, Clayton's maiden effort in U. S. consumer marketing. The company says it is the world leader in cotton ginning and cottonseed oil milling capacity, the largest coffee exporter in Brazil, the largest U. S. coffee merchant, and the leader in edible oils, shortening and margarine in Mexico and Brazil. #

SAM H. BENNETT

HOUSTON, Sept. 13—Sam H. Bennett, 57, general manager of radio stations KXYZ and KXYZ-FM, died at his home of a heart attack.

Mr. Bennett joined the station last July, coming from KTHT, where he was vp and general manager. He first entered the radio business with KFJZ, Fort Worth. He was later vp and general manager of the Texas State Network.

He was previously general manager of the Lone Star Chain, and a vp of KMBC, Kansas City.

JOSEPH C. SULLIVAN

PITTSBURGH, Sept. 14—Joseph C. Sullivan, 47, Pittsburgh district sales manager for *Foundry*, died last night. He had been ill since last May.

Mr. Sullivan joined Penton Publishing Co. in 1936 as assistant editor of *Steel*. He was transferred here in 1945 as *Steel*'s editor in this area. In 1951, Mr. Sullivan was named district sales manager of *Steel*, and was promoted to his present position on June 1, 1960.

"Don't make the octane mistake." *"Not just octane . . ."* *"Mobil regular with 16 rates higher than any leading regular gasoline."* *"And we say, the higher the megatane rating . . ."* *"Your motor will know the difference when it's Mobil."*

GAS A LA BATES—*This story board illustrates the application of classic Bates techniques to the selling of Mobil gas. Note the product benefit claim, the listing of properties in Mobil gas, the question as to whether the consumer is making the "octane mistake." Commercials will appear in 21 CBS and ABC network tv shows.*

Oil Sell a la Package Goods—It's Megatane

(Continued from Page 1)

regular has 16, and both are leaders in their classifications. Mr. Bellman says as technology improves, the 21 points may increase.

• Since 1927, the focus of motorists has been on octane. Octane measures anti-knock, hence what the Mobil engineers call the "Octane Mistake"—overemphasis on anti-knock quality, which covers only two of the 21 needed qualities in "total performance gasoline."

• The newspaper pages will go next week. The network tv, consisting of minutes in spot carriers, follows shortly, and will include, on CBS-TV, "Pete & Gladys," "Ichabod & Me," "Checkmate," "CBS Reports," "Investigators," "Frontier Circus," "Twilight Zone," and "Eyewitness"; on ABC-TV, "Cheyenne," "New Breed," "Ben Casey," "Bus Stop," "Adventures in Paradise," "Roaring '20s," "Ozzie & Harriet," "Target: Corrupters," "The Hathaways," "Straightaway," "Naked City," the American Football League games and the ABC news strip scheduled for 6-6:15 p.m. weekdays.

The emphasis on network television spurred speculation that Mobil had been accommodated

ARE YOU MAKING THE OCTANE MISTAKE?
Important News For Every Car Owner Who Wants
A Healthier Motor 5,000, 10,000, 20,000 Miles From Now!
The higher the Megatane rating the better your motor will run . . . and
Mobil
now brings you the highest
Megatane rating
of any leading gasoline!
Mobil

REASON WHY—*Here's the first Mobil newspaper ad, slated to run in some 295 major cities the week of Sept. 25. It bears down on the Megatane rating (AA, Aug. 21). The campaign is the first since Ted Bates & Co. acquired the Mobil account; television will get more than 80% of the total budget.*

with some specially-tailored coverage patterns to conform to its 43-state distribution.

Nationally, according to one industry source, Mobil has about 8% of the consumer market, which puts it virtually in a tie with Shell for third place. Humble and Texaco reportedly lead the pack with 9% each; Gulf and Sunoco are estimated to have 6% and 5%, respectively. (It should be noted that if total gallonage sales are considered—including sales to government and other bulk sales of gasoline—there will be differences in share of market rankings.)

• Oil men have said that Shell didn't mesh its spectacular newspaper promotion too effectively with its dealers. Mobil is holding regional and district meetings this month, and briefing its own personnel plus dealers on the new gasolines and the Megatane system of ratings. Dealer kits include a letter from J. D. Elgin, advertising manager, outlining details of the new campaign, Megatane rating charts which describe the 21 qualities and benefits, proofs of the kick-off newspaper ads and the television storyboards, color reprints of point of sale material, a Megatane calendar and key chain—all produced by Mobil's advertising and sales promotion department.

• The copy is obviously of the Bates-Reeves USP-Reality-in-Advertising school. The 21 qualities are matched with consumer benefits. It also represents a basic concept—that gasoline is something like milk. The trouble with much gasoline advertising, the theory runs, is that it is bound to disappoint the consumer. Talk about a gasoline hose writhing with suppressed energy, or a wildcat in the tank, or a gasoline that makes a car take off like a scared jackrabbit, and you may attract a consumer. But his first tankful doesn't show any real difference, and his conclusion is that gasoline is all alike, and he reverts to his former brand. Milk is a long-term benefit product. No one expects that strength will flow from a single quart; it must be drunk regularly over a period of years.

Hence the Bates copy for Mobil makes a point—"You probably won't notice the difference at first, but your car will run stronger, keep younger, last longer with Mobil. Five, ten, 20,000 miles from now, your motor will know the difference when it's Mobil."

• The Mobil campaign is loaded with unusual decisions:

1. The company was out of advertising virtually all summer, massing its money for this big push.

2. The fourth quarter expenditure is supposed to be around $4,050,000; the total budget may reach $7,000,000. Mobil ranks about eighth in the oil business as an advertiser. It spends $6,000,000 in commissionable advertising, and another $6,000,000 in non-commissionable material.

3. The bulking of the money in television breaks Mobil's previous pattern—55% broadcast, 30% newspapers, 15% magazines.

Mobil, of course, came to Bates after Mr. Elgin had read "Reality in Advertising," the book Bates' chairman Rosser Reeves wrote, which is a shrewd combination of copy credo and new business solicitation. It represented a $6,000,000 pre-publication sale, and Mr. Reeves has been candid in saying that he expected to produce a campaign for Mobil which was an eye-opener. It is a far different campaign from usual gasoline-promotion techniques, and Mr. Elgin said warmly that "it's the greatest thing since peanut butter."

Two ironic elements are present in the campaign: One, Alfred Politz Research apparently recommended a technical approach to Compton Advertising, which preceded Bates on the account; two, the Mobil campaign will inevitably be compared with the campaign for Shell, also a strong exponent of "reason-why" advertising. But where the Shell campaign (through Ogilvy, Benson & Mather) banked strongly on long newspaper copy, and was wholly confined to newspapers, the Mobil campaign will use television, a demonstration, and diagrammatics common to pain-reliever commercials. Since David Ogilvy and Rosser Reeves are both fond of quoting Claude Hopkins on how to make advertising effective, advertising observers are eager to see how the campaigns will stack up. #

Megatane Rating System: Points and Benefits

	Qualities	Benefits
1.	High volatility	Instant power for safety
2.	High energy	Extra mileage bonus
3.	Weather-conditioned blends	Perform best in local climates
4.	Spark plug deposit modifier	Long spark plug life
5.	Combustion deposit modifier	Precise firing
6.	Uniform octane distribution	Extra anti-knock protection
7.	Butane primer	Quick starting
8.	Metallic deposit removers	Long exhaust valve life
9.	High road octane	No-knock performance
10.	Non-caustic	Long fuel filter life
11.	Carburetor de-icing	Combats stalling
12.	Anti-rust	Controls carburetor flooding
13.	Metal deactivator	Blocks gum formation
14.	Vapor lock control	No power fade out
15.	Antioxidant	Checks intake valve sticking
16.	Low distillation end point	Clean burning
17.	Fuel system detergent	Clean carburetor efficiency
18.	Low sulfur	Long muffler life
19.	Intake deposit control	Clean intake system
20.	Fuel line anti-freeze	Stops fuel line freeze-up
21.	Low mercaptan count	No objectionable odor

More Media Okay Florida Discount Plan

(Continued from Page 2)

"We will buy under a state contract where we can." He added, however, that "a lot of the media on the commission's list aren't on our schedule, so it won't apply in many instances." Metro-Miami, he said, will "go along where it can."

• Floyd Kay, manager of the Daytona Beach Chamber of Commerce, said the city was familiar with the co-op idea and will probably use it—although Daytona's budget is set for the present. The city spends $200,000, with $99,000 in media. There was no objection to inserting a symbol in ads, Mr. Kay reported.

• John M. Bryson, manager of the Lakeland Chamber of Commerce, said his city already had taken advantage of the plan with several ads in New York newspapers. He said the savings might prompt Lakeland to expand the sizes of its ads or use more of them, and concluded that the commission's idea was a definite incentive. Lakeland has a $15,000 tourist-industrial ad budget.

• A. R. Timberman Jr., manager of the Committee of 100, a group steering the industrial ad program in Tampa, indicated Tampa would hitch its $60,000 industrial drive to the discount angle, but he did not expect any great saving as a result. The step, he thought, would prove more beneficial to smaller communities that don't have large budgets.

Mr. Timberman added that Tampa, which has its own logo, would insert the commission's suggested line of type in its ads—but not the factory and palm trees. About $40,000 of the budget will be affected, mostly with the *Wall Street Journal*, he said.

• Stuart Johnston, manager of Orlando's chamber of commerce, said he knew about the plan but that no ads were in the mill right now. Last year Orlando earmarked $50,000 for its promotion.

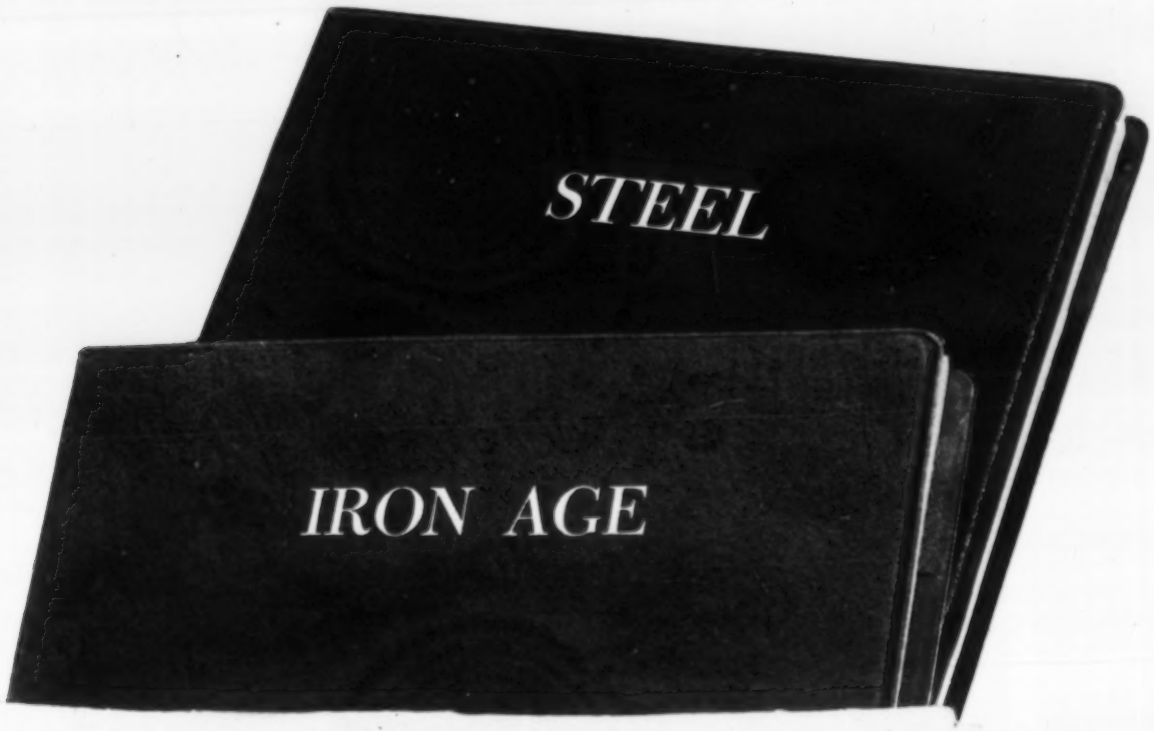
• L. W. Brewer, assistant manager of the St. Petersburg Chamber of Commerce, said the city was in the process of selecting a new agency to handle its program, effective Oct. 1. The commission's theory, he said, sounded like a good idea and undoubtedly would be discussed with the new shop. St. Petersburg has a tourist ad budget of $175,000, of which 95% goes for space.

■ Welding Florida's advertisers under one contract umbrella is not new to the state. Six years ago the Florida Citrus Commission, whose ad money has gone heavily into magazines, worked out an arrangement with Curtis Publishing Co. It called for the commission riding along at the same rates paid by the state of Florida for its own advertising. The contention, similar to the one now being made by the development group, was that both ad funds were tax-derived. About two years later, *Better Homes & Gardens* joined in, it was said, and the practice became fairly well known thereafter.

Included in the commission's list of magazines, which, it circulated to the local Florida advertisers on Aug. 16, were *American Home, Better Homes & Gardens, Family Circle, Life, TV Guide* and *Woman's Day*.

■ Some of the newspapers, besides the *Wall Street Journal*, were the *Boston Globe, Dallas Times-Herald, Houston Chronicle, Houston Post, Los Angeles Times, Los Angeles Herald Express, Newark Star-Ledger, New York Journal American, New York Mirror, New York Times* (for industrial advertising only), *New York World-Telegram & Sun* and *San Francisco News-Call Bulletin*. #

DEALER STUFF—*There's an opinion around gasoline circles that one of the things Shell didn't do well was to execute dealer promotion when it swung to the "Bulletin" theme. Mobil is stressing dealer station aids (illustrated) and gimmicks like the Megatane explanatory wheel, which matches qualities and consumer benefits.*



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Metalworking News

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Brandenburg Gate

Embargo Would Close E. Zone Plants: Bonn

By PETER HEAD

DUESSELDORF, West Germany — A long-term embargo on shipments of machine tools, machinery, parts and steel to East Germany by Western countries would halt East German metalworking industries, it was reported by industry and Government sources in Bonn last week.

It was pointed out that, since steel is the largest single item in trade between East Germany and Western countries, any halt in steel flow received would have a crippling effect upon East German industry.

Repeatedly, East Germany has lobbied for increased allocations from Russian steel sources without success.

According to industrial circles here, East Germany is using the

3 Chicago Casters Mull L-D Process

CHICAGO. At least three foundries in this area are considering the use of the Lust-Donawitz process in their casting operations. T

Refuse Comment On Probe Report

WASHINGTON — Justice Department anti-trust specialists refused to comment on reports that they ordered motor generator manufacturers to turn over corporate records as part of a department investigation.

According to the reports, 46 members of the Motor Generators Division, National Electrical Manufacturers' Association, were subpoenaed to present records to the department.

Documents called for are said to date back as far as 1956.

$5 Million Loan Fund For Tools Seen Near

By ROBERT BARR

WASHINGTON — A $5 million revolving loan fund for machine tools and other equipment is expected to win final Congressional approval shortly as part of the foreign aid authorization legislation.

This revolving loan fund was approved by the Senate Foreign Relations Committee and House Foreign Affairs Committee in almost identical language as Section 608 of the foreign aid bills (S. 1983 and H.R. 8900). Congress

See No Spread In Price Cuts

Tool, Specialty Lines

Foreign Steel Makers Bid for More US Sales

An increasing number of salesmen for foreign tool and specialty steels have been calling on purchasing agents for steel service centers and metalworking firms.

However, these buyers disagree as to whether or not import steels in these categories are making sizable inroads in the United States.

A tele-tvpe survey by Fairchild News Services indicates that due to "buy American" sentiment buyers tend to minimize to the public the amount of foreign purchases they make if any. Nevertheless, several admitted the price differential is forcing them to seriously reconsider their position regarding imported steels.

In some areas tool steel buyers are reported using price lists as a hammer to try to get price deals out of domestic salesmen.

In St. Louis, some buyers, while using the foreign price list to drive concessions, admit that buying domestically offers them consistently good quality, delivery, and the advantage of knowing where to go if you're not satisfied.

In Philadelphia while both large and small firms said they used no imported tool and specialty steels in their operations, a steel service center official decried in domestic tool and specialty steels said that there is pressure from time to time using imported steels to keep it as secret as possible.

The official said that this pressure is coming primarily from the "Buy America" sentiment that stems from the general economic climate in the United States.

The bigger firms are, for the most part, using domestic steels, he said, but if they are using imported steels they "probably

take a look at all three....

There are three major metalworking weeklies to consider for 1962 media decisions: Iron Age, Steel and Metalworking News.

You can't pick between two any more. Make a choice, but *look at all three.*

Any new publication in an industry so heavily populated with media as metalworking which can rack up a paid circulation of over 25,000 in ten months deserves your most serious consideration.

THE BIG DIFFERENCE IS NEWS

This Week in Washington . . .

Fish Flour Case Is Test of Congress Pressure vs. FDA's Control of Labels

By Stanley E. Cohen
Washington Editor

WASHINGTON, Sept. 13—The Food & Drug Administration announced today that it may adopt a "standard" which would open the way for marketing of "fish flour." But there was considerable suspicion here that FDA's announcement lacked the ring of conviction.

Since early this year, fish flour enthusiasts have been arguing that their product will open the way for an exciting new line of foods. Until now, however, FDA has firmly resisted their approaches, contending that fish flour, as now made, can't be cleared as an acceptable human food.

Fish flour has a lot in its favor. It's a low cost, high protein food which can make a valuable diet supplement for low income families. From a marketing standpoint, it has exciting possibilities, for it can be incorporated into a variety of products—bread, baby food, macaroni and even diet foods.

■ But Food & Drug Commissioner George Larrick has been against fish flour for what he regards as decisive esthetic reasons. It's made by grinding up the whole fish—head, intestines, and contents of the intestines. Commissioner Larrick, who has spent a lifetime protecting the U.S. food supply, says he can't approve the marketing of a product, containing ingredients which are not normally regarded as acceptable human food.

Advocates of fish flour contend Mr. Larrick is being unreasonable. In the manufacturing process, they contend, the nature of the ingredients is completely transformed. They insist that when consumers are informed of the advantages of the product, they will regard it as suitable for use in their food supply.

In this instance, Mr. Larrick finds himself confronted by an unusual aggregation of political power. Fish flour is not only good for low income families, but it is also good for the depressed fishing industry of New England, and for a Monticello, Ill., company that has good contacts with Sen. Paul Douglas (D., Ill.).

■ The buildup for fish flour began slowly several months ago. Commissioner Larrick was invited to a luncheon at the Capitol. His hosts were a group of senators, including Sen. Douglas. Almost every course included fish flour in some form. While the senators ate heartily, Mr. Larrick left hungry.

Subsequently there was a rising demand to give fish flour its day in court. The bureau of commercial fisheries of the Department of the Interior filed enthusiastic endorsement. So many senators and congressmen became involved that Sen. Leverett Saltonstall (R., Mass.) designated a member of his staff to coordinate the drive to get fish flour past the FDA obstacle.

Mr. Larrick concedes that fish flour could be valuable food for people who are undernourished and that it could be produced for export under existing law. But the fish flour sponsors refused to deal. They took the position that it would be wrong to export a product which we regard as unsuitable for our own people.

■ The issue headed for a showdown after Viobin Corp., headquartered at Monticello, Ill., with plants at New Bedford, Mass., and on Long Island, in N.Y., officially asked FDA to issue a "standard" for fish flour. In today's announcement FDA said the standard is being considered. It urged consumers and industry people to comment within the next 60 days.

To some who have followed the controversy, FDA's announcement had the earmarks of a strategic, but not necessarily decisive, retreat. Some of the congressional supporters of fish flour are displaying impatience. FDA knows from bitter experience that there is no profit in trifling with Congress.

Only last week, for example, FDA emerged battered and bloody from a costly tangle over turpentine labeling. Acting under the newly adopted "hazardous substance" labeling law, Mr. Larrick had circulated a proposed regulation which would have required a skull and crossbones on turpentine labels. Contacted by turpentine interests, 18 senators stood up in anger, and the Senate clipped $1,500,000 off the FDA's 1962 budget.

■ Final congressional action on that 1962 budget was delayed while Mr. Larrick had a special committee of experts investigate turpentine labeling. Their report enabled him to get off the hook with a less drastic label, that omits the skull and crossbones. The Senate then restored $1,000,000 of the cut, but FDA still emerged from the episode with what amounted to a $500,000 "fine."

FDA is apparently not unaware of the political dynamite in the fish flour issue. Newspapers in the New England fishery areas have been building quite an anti-FDA crusade. Some of the members of the Senate appropriations committee, which handles FDA funds, have become involved, and two congressmen have introduced bills to remove fish flour from FDA's jurisdiction.

Today's announcement was not necessarily the final word.

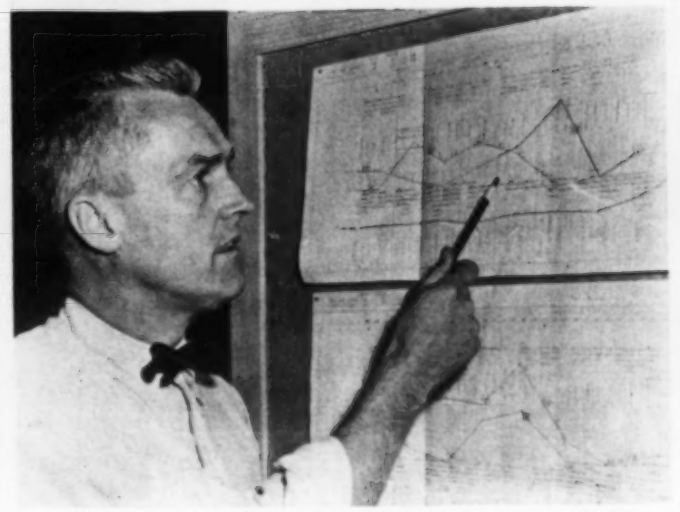
FDA's appeal for consumer comment has a special implication for those who understand the intricacies of the administrative process.

Last spring, for example, Agriculture Secretary Orville Freeman invited "consumers" to testify on the controversial "watered ham" regulation, which had been adopted in the final days of the Eisenhower administration.

■ To the surprise of nobody in particular, the "consumers" who showed up at the Agriculture Department hearings objected to the addition of moisture to canned ham. Relying largely on this testimony, Secretary Freeman announced that he plans to rescind the Eisenhower administration regulation.

FDA may be hopeful that the professional "consumer" groups will be on hand to denounce fish flour. But the fish flour people are not novices. In the showdown they may produce their own claque of "consumers."

Fish flour forces are speculating about "crippling amendments." Even if FDA decides that fish flour is a fine wholesome product that ought to be on the market, it does not have to accept the standard drafted by Viobin Corp. It could, as an alternative, approve fish flour—with a proviso that heads and entrails must be removed before processing. That, from the standpoint of the people who have raised the issue, would be so costly that it would be no victory at all. #



"Latin America offers a dynamic business opportunity."

Noble Merger with Y&R Caps Meteoric Career in Mexico

MEXICO CITY, Sept. 13—Young & Rubicam's acquisition of Noble Advertising, which was reported in ADVERTISING AGE last week and officially announced today, caps a meteoric career in Mexican advertising for Ed Noble.

The 46-year-old Mr. Noble becomes president of Young & Rubicam-Noble, a Latin American operation that encompasses offices in Mexico City, San Salvador, San Juan and Caracas. These offices have billings totaling $10,000,000.

The deal with Y&R marks a switch for the flexible, hard-driving American adman. In building the largest agency in Mexico over the past decade, Mr. Noble has often attributed his progress to the independence of his operation. Nationalism has always been a strong card to play here.

■ Two years ago, for example, Mr. Noble told AA: "I guess the secret of our success is that we are a completely independent agency, not a branch of a U.S. agency, and that we have been able to develop an aggressive, individual personality."

Today, however, he was singing a different tune. He stated: "There is an ever-growing demand for a complete agency service in marketing, research and creativity in the accelerating economy of Latin America. Young & Rubicam-Noble will be designed to meet these demands."

Ed Noble is a casual, fast-moving adman who could be transplanted from the Reforma to Michigan Ave. He has white hair, worn in a close-cropped crew cut, and he has a formidable reputation for ingenuity and aggressiveness.

■ At one time or another he has not been the most popular agency man in Mexico. Some years ago he was apparently asked to withdraw from the Mexican Assn. of Advertising Agencies. His colleagues were disturbed at Noble's success in getting copy claims through Salubridad, the Mexican government's health department, which supervises and screens advertising. His explanation was direct and ingenuous: He merely furnished an unusually large stack of ads and in the process Salubridad had cleared copy which it subsequently boggled at when presented by other agencies.

He is bilingual, as are his four children. He likes to drive sports cars and wear bow ties. He is impatient with people who think of the Mexican advertising scene as dreamy and quiet, insisting that it's fast-moving and competitive. Most of his success has been with Mexican branches of U.S. companies.

■ Mr. Noble has occasionally been critical of Mexican business on the ground that it won't invest in the future of the country, which he believes is tremendous. He made a point today of stating: "Advertising men often are asked whether advertising abroad, and particularly in Latin America, offers a dynamic business opportunity. The answer is a categoric yes."

Ed Noble and Young & Rubicam are not complete strangers to one another, Mr. Noble is a nephew of the late Edward J. Noble founder of Life Savers Corp. and the American Broadcasting Co. network. Life Savers has been a Y&R account for time immemorial. In Mexico, the Life Savers account has been handled not by Y&R but by Noble.

■ Mr. Noble originally worked here for Sterling Drug. He returned after the war to become an account executive with the Augusto Elias Agency. In 1948, he joined with two other Americans to form an agency called Advertising & Administration. Mr. Noble later became the majority owner and put his own name on the door in 1951.#

Norge Appoints McDavitt, Larko Merchandising Heads

Norge division of Borg-Warner Corp., Chicago, has appointed Harry G. McDavitt home appliance

Harry G. McDavitt Richard C. Larko

merchandising manager and Richard C. Larko commercial equipment merchandising manager.

Mr. McDavitt, formerly Norge national sales promotion manager, will direct all advertising and promotional activity on automatic washers, refrigerators and other home appliances. Mr. Larko, formerly Norge national advertising manager, will be in charge of advertising and sales promotion of coin operated dry cleaning and other commercial appliances.

Adclub Elects Gearhart

George Gearhart, general manager of *Northwest Arkansas Times*, Fayetteville, has been elected president of Mid-West Newspaper Advertising Executives Assn. Also elected were S. Theodore Sandburg, retail advertising manager, *Wichita Eagle*, vp; and Clayton Lau, advertising manager of the *Enterprise* and *Journal*, Beaumont, Tex., secretary-treasurer.

Tired of Business Lunches, Dinners? Then Try Breakfasts

NEW YORK, Sept. 13—American business, which has managed to fill in most of the day with business activity, including lunch, the cocktail hour, dinner, after-dinner (reserved for speakers) and so on into the night, is finally beginning to crowd into the breakfast hour.

Authority for this statement comes from Gerald Parker, manager of the Park Lane Hotel, in a publicity release for Realty Hotels Inc. by Martial & Co., who says that the business breakfast, which 10 years ago was strictly a convention activity, is closing fast on luncheons and cocktail parties as an individually scheduled main event by companies.

■ "There's rarely a morning when the Park Lane is not the site of at least one company product introduction, sales presentation, distributors meeting or press conference," Mr. Parker says.

Among the reasons he gives for the growing popularity of the business breakfast is that they get a high degree of participation; participants are at their most alert [?] and receptive; the atmosphere is informal; and it costs less than a lunch or cocktail party.

The most interesting type of breakfast described by Mr. Parker is the hunt breakfast, in which participants wash down lamb chops with Bloody Marys (tomato juice and vodka). #

Dailies' R.O.P. Color Linage Is Up 6% in 1st 7 Months

NEW YORK, Sept. 13—R.o.p. color advertising in newspapers increased by 6,518,597 lines in the first seven months of 1961, according to a report prepared by Media Records for R. Hoe & Co. The seven-month total was 104,612,451 lines—a 6.6% gain over the same period in 1960.

Retail r.o.p. color chalked up a total of 46,190,114 lines in the seven months, while national r.o.p. (general and automotive) reached a high of 49,756,723 lines. The gain was made possible by a 13.3% increase in the general category, since automotive linage skidded 23.6%.

The top five newspapers in the January-through-July period were the *Los Angeles Times*, with 1,729,055 lines; *Milwaukee Journal*, with 1,532,129; *Miami Herald*, 1,251,888; *Denver Post*, 1,160,901; and *Nashville Tennessean*, 1,149,670. All the newspapers increased their linage except the *Milwaukee Journal*, which was off about 29%.

Included in the study were 416 newspapers in more than 140 cities.

'Haverhill Journal' Is Censured by ABC Directors

The board of directors of the Audit Bureau of Circulations has voted to censure Union Leader Corp., publisher of the *Haverhill Journal*, Haverhill, Mass., and has ordered that the release and issuance of publishers' reports for the *Journal* be discontinued until a reinstatement audit is made and issued.

The action was taken by the ABC board after it had found the *Journal* guilty of violating portions of the ABC by-laws, "by refusing to allow an auditor of the bureau full access to any and all records considered by the bureau to be necessary to verify the circulation claimed by the publisher in statements filed with the bureau." Charges against the *Journal* were brought by Alan T. Wolcott, president of ABC.

Washington looks different at night. The statue of Albert Gallatin surveys a desolate scene in front of the Treasury Building. Consider the contrast to the bustling daytime activity at this center of America's financial life. And before you make any decision concerning an advertising investment in Washington, remember that this is a white-collar city that closes up at night. This upper income city is definitely an evening newspaper city. Your prime Washington market becomes most receptive to your advertising message—at home—at ease—in the evening. This is why advertisers who know the Washington scene prefer the evening *selling* strength of

THE WASHINGTON STAR

The Advertising Market Place

Rates: $1.50 per line, minimum charge $6.00. Cash with order. Figure all cap lines (maximum—two) 30 letters and spaces per line; upper & lower case 40 per line. Add two lines for box number. Replies are forwarded daily. Closing deadline: Copy in written form in Chicago office not later than noon, Wednesday 5 days preceding publication date. Pacific Coast Representative (Classified only): Classified Departments, Inc., 4041 Marlton Ave., Los Angeles, 8. Axminster 2-0287. Closing deadline Los Angeles: Monday noon, 7 days preceding publication date. Display classified takes card rate of $18.75 per column inch, and card discounts on size and frequency apply.

AVERAGE PAID CIRCULATION FOR 6 MONTHS ENDING JUNE 30, 1961 — 50,291

HELP WANTED

VERSATILE CIRCULATION MAN

NEEDED: We are a growing multiple business magazine publishing company looking for eventual replacement of Circulation Director. We need a hard-hitting, hard-working experienced circulation man who can write convincing promotion as well as know fulfillment procedures for both ABC and BPA publications. Ideal living conditions in quiet progressive midwest community. Attractive salary, profit sharing, pension, group insurance and other fringe benefits. Give age, experience and salary required in first letter.

Box 5193, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SPACE SALESMAN

Immediate opening Chicago office national business publication. Salary, commission, expenses, broad benefit program. Travel 40%. Prefer experience, College and Service background, age 27-37. Send resume, requirements in strict confidence.

Box 5206, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Write for free copy, "National Employment Reports." Describes hundreds of $7,000-$35,000 Executive job openings. **National Employment Reports, 185 W. Adams, 838-G, Chicago 3**

MANAGING EDITOR

Well established, progressive business publication has immediate opening for a capable, creative and experienced managing editor. If you qualify and are capable of accepting a real challenge, then write us, giving full particulars.

Box 5207, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

AGENCY FINANCIAL MAN

Leading management consulting firm specializing in ad agency financial management has a rare opening with an especially attractive future for a young (30-40) man. Broad knowledge of agency accounting and finances, ability to communicate and a service oriented intelligence are requisites.

Box 5208, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ACCOUNT EXECUTIVES

find jobs quickly through **Strictly Ad Personnel** . . . and all they pay is $10. No employment fees. For details about this unique service, **WRITE** to:

STRICTLY AD PERSONNEL
60 East 42nd St. New York 17, N.Y.
Or phone for appointment: YU 6-6947

ARTIST: FREE LANCE

Ad. agcy needs layout & photo retouching.

Box 5209, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

P.R. DIRECTOR FOR TRUCKING COMPANY

One of the nation's largest trucking companies, located Midwest, has opening for young but experienced P. R. man. Knowledge of trucking industry helpful, but not required. Good job for a good man. Write:

Box 5213, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

$10,000 year ($7800 salary plus commission): We pay moving and interview expenses. Must be producer. Station on 24 hour operation AM-FM. **Mail resume to Sales, WLAV, Grand Rapids, Michigan.**

SPACE SALESMAN

20-year old consumer garden magazine, ABC circulation 280,000, seeks experienced ad salesman to travel the East full-time out of home office. Salary, commission, expenses. Send resume.

Marshall Ackerman
ORGANIC GARDENING
Emmaus 8, Penna.

EXECUTIVE & CLERICAL EXPERIENCED & TRAINEE

Publishers Employment
154 E. Erie St., SU 7-2255, Chicago

COPYWRITER

Expanding Advertising Department has an immediate opening for a Copywriter. Minimum of five years experience in commercial durables field will qualify you for the position. Relocate to the Fort Wayne, Indiana, area. Excellent working conditions and many fringe benefits. Opportunity for advancement for the right man. Confidential replies to:

THE MAGNAVOX COMPANY
2131 Bueter Road
Fort Wayne, Indiana
Attn: Mr. Tony Heptig

MANAGING AND ASSOCIATE EDITORS

Needed immediately, one managing editor and one associate editor with ability to handle technical subjects for well established business magazine in the building and related fields. If you really mean business, then write us full particulars. The right man can start work immediately.

Box 5210, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

UNUSUAL SALES OPPORTUNITY—Top

flight publication and book printing plant has exceptional opportunity for ambitious and creative printing salesman familiar with production printing. Must be willing to travel. Excellent salary and commission plus an opportunity to grow with a modern plant.

Box 5211, ADVERTISING AGE
630 Third Ave., New York 17, New York

MOLENE PERSONNEL SERVICE

publicity ..... editors
adv. managers ..... copywriters
artists ..... media ..... production ..... sales
"All is grist which comes to our mill"
ANdover 3-4424, 105 W. Adams St., Chgo 3

ASSISTANT ADVERTISING AND SALES PROMOTION MANAGER

Midwest medical publisher offers excellent salary, profit sharing, pension plan to experienced copywriter looking for added responsibilities. Prefer man to age 30 with sales ideas and knowledge of layout, copy, production, direct mail. Send complete resume including salary requirements in confidence to:

Box 5212, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BIRCH Personnel Service, Inc.

The Midwest's outstanding placement service for Adv. • Art & allied fields.

By appointment only
67 E. MADISON • SUITE 1418
CHICAGO 2, Ill.
CEntral 6-5670

HELP WANTED

COPYWRITERS & ARTISTS

find jobs quickly through **Strictly Ad Personnel** . . . and all they pay is $10. No employment fees. For details about this unique service, **WRITE** to:

STRICTLY AD PERSONNEL
60 East 42nd St. New York 17, N.Y.
Or phone for appointment: YU 6-6947

POSITIONS WANTED

ART DIRECTOR-LAYOUT MAN

9 year exp. in retail & ind. agency. Crisp modern layouts, finished art, handle complete production in all media. Can organize & supervise. Chicago area.

Box 5214, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PUBLISHING EXECUTIVE

Broad background major industries. Heavy on Sales Management; top-flight personal sales record. Looking for substantial opportunity in Chicago area. Employed at present. Write in confidence to:

Box 5215, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADV.-SALES PROMOTION MANAGER

10 yrs. exp. agency & product. Auto. & appliance bkgrd. but flexible. Capable family man, tired of "move to improve" rat race. Presently employed AE. I have 30 yrs. to invest in right opportunity.

Box 5216, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COMMUNICATIONS assistant to quicken your publicity, advertising, promotion, exhibits. Journalism graduate; 35, mobile. Investigate! Box 5225, Kansas City 12.

ASST ADV MGR—SALES PROM MGR

Four years with adv agency & national food mfg as copywriter & sales prom mgr. Offer effective creative ideas to progressive co. College grad, married, Age 31.

Box 5217, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Ambitious, young college grad with outstanding sales record seeks challenging position in advertising space or time sales.

Box 5218, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING MANAGER-Handled adv., SP and PR for top plastics mfgr. Former staff man with three Chicago adv. agencies. Experienced executive and univ. grad. Desire position as adv. mgr. or asst. ad mgr. in metro. Chicago area.

Box 5196, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

SALES DYNAMO—SPACE OR TIME

6 yrs. good exp. Top record. Travel; relocate; 36.

Box 5219, ADVERTISING AGE
630 Third Ave., New York 17, New York

INDUSTRIAL WRITER-EDITOR

Over five years' experience writing and editing news releases, articles, technical bulletins, promotional booklets, catalogs. BS-Journalism plus training in electrical theory and devices. Family, vet; now employed, will relocate. Resume on request.

Box 5220, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

Operating in Europe or Planning to? US Marketing Man, wide knowledge, experience consumer goods, US and Europe, degree, languages, past two years in Germany, considering change. Location secondary. Available for interview NYC through Sept. 27.

Box 5221, ADVERTISING AGE
630 Third Ave., New York 17, New York

EDITOR-WRITER

Seasoned pro. Solid trade magazine exp. in editorial, PR, production, research, administration. Age 35. Salary 8-9M.

Box 5222, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

DREAM FOR SALE

Retirement business developed by late advt. exec. Fourteen Apts., Restaurant, Marina with 35 boat capacity. Private Ocean Beach. Tropical garden overlooking Inland Waterway. Located on exclusive island 18 mi. N. of Palm Beach. Owner: **Mrs. W. L. Shinnick, R.F.D. #1, JUPITER, FLORIDA.**

POSITIONS WANTED

ANNOUNCING A NEW EDITORIAL SERVICE

For pr firms, ad agencies, manufacturers and business publications . . . to expand or supplement your present Midwestern coverage. Experienced editor is now in business as reporter, writer and photo-journalist. Will produce case histories and feature articles, on assignment only, for a limited number of clients. Has excellent references plus solid field experience on leading merchandising publications. Subject-matter background is particularly strong in wholesale and retail management, materials handling, building products. Age: 32.

Write or phone for 24-page brochure showing samples of published material. See how Midwestern Editorial Service can give you efficient, professional, economical coverage of the industrial heart of America.

Robert Uchitelle, Midwestern Editorial Service, P. O. Box 91, Evanston, Ill. GReenleaf 5-8143.

INDUSTRIAL COPY CHIEF

seeks opportunity. 18 yrs. top agencies, leading aviation, building, electronic, metals, petroleum, other accts. Full or part time, $10-18,000. Address:

Box 5223, ADVERTISING AGE
630 Third Ave., New York 17, New York

GROWTH OPPORTUNITY. Can manage ad agency operations, upgrade creative output, supervise multi-division accounts. Want opportunity to grow through creating growth. Salary reasonably high.

Box 5224, ADVERTISING AGE
630 Third Ave., New York 17, New York

Controller—39, Married: Currently employed by Standard Rate & Data Service. 15 years experience in all phases of finance seeks opportunity with potential. Heavy on budgets and reports. Familiar with electronic data processing equipment. Will relocate. Resume on request. **R. H. Taylor, 5309 Arcadia, Morton Grove, Ill.**

ADV.-SLS. PROM. MGR. OR ASST.

Over 20 yrs. exp., firms and adv. agencies. Former mgr., sls. prom., one of largest mfrs. Now agency copy-contact.

Box 5225, ADVERTISING AGE
630 Third Ave., New York 17, New York

Now, for fast, Fast, FAST Relief: from headaches of ordinary copy; from pains of dull, commonplace presentation; from nerve-wracking inattens(t)ion to work details. Take this new copywriter-account man now! Available in one size only-the bargain package. Act now! Supply severely limited.

Box 5226, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

P.O.P. ART DIRECTOR

20 yrs. experience. Handled top accounts both cardboard and permanent. Good organizer. Sales ability. Best references.

Box 5227, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PRODUCTION MANAGER. Heavy adv agency experience. All phases graphic arts. Young. Excellent bkgrd. Will also consider strong #2 position. NYC only.

Box 5232, ADVERTISING AGE
630 Third Ave., New York 17, New York

COPYWRITER, Young female. East Coast radio exp. Speaks fluent Spanish, good typist. Want pos w/mag., paper, agency (L.A. area). **1189 W. 29th St., LA 7, Calif.**

DESIGNER-ART DIRECTOR

17 years experience all phases. Desires position with progressive organization. Presently own and operate art studio. Excellent references. Samples submitted upon request. Will re-locate.

Box 5231, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

INTERNATIONAL TRADE DIRECTORY ADVERTISING SALESMAN WANTED

Largest in the World, covers 125 countries in four languages. Directory firm established 1796. High commission, large list of qualified leads. Excellent opportunity for good worker. Several east coast and mid-western territories available. Our employees know of this advt. Reply to U.S.A. Representatives: **Albert Spitzer & Associates, 2515 Beverly Blvd., Los Angeles 57, California.**

POSITIONS WANTED

ACCOUNT EXECUTIVE

Experience in all phases of Advertising. Strong background in creativity and program planning. 8 years experience on consumer and industrial accounts. Young and capable of solving client problems. Married and will relocate.

Box 5228, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

WRITER—FREELANCE

Food—Fashions—Catalogues. Top National Accounts & Agencies Experience. Original—Dependable—Reasonable.

Box 5229, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

PHARMACEUTICAL ADV/MARKETING Writer-Producer-Supervisor conceives, plans, creates effective selling tools. Adv/-Promotion/Sales Bkgd. Mfc/Agcy Exp.

Box 5230, ADVERTISING AGE
630 Third Ave., New York 17, New York

SHIRT-SLEEVE WORKER

Not seeking fancy title, but rather good work. Worked overtime every night, Saturdays last month. 12 yrs. promotion exper. with agency, mfg. assn, retail. Strong on copy, can handle other work too. Can you use a worker?

Box 5233, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

ADVERTISING-Public Relations Manager Agency account executive seeks ad or public rel. manager position. Before joining agency had 8 yrs. excellent experience as sales manager, PR and AD manager. Now 35, family, vet, college grad. Prefer southeast, far west or Hawaii. Outside interests include intellectual and athletic activities.

Box 5234, ADVERTISING AGE
630 Third Ave., New York 17, New York

FEMALE-WRITER-EDITOR combines proven creative ability with efficiency. Trade magazine exp. features, layout, production. Good background promotion, pub. rel. $6-7M.

Box 5238, ADVERTISING AGE
630 Third Ave., New York 17, New York

REPRESENTATIVES WANTED

New electronic publication seeks space representatives in Philadelphia area and the Southeast. If you know this field and can handle a potentially hot magazine write:

Box 5235, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

BUSINESS OPPORTUNITIES

Wanted: National distributor with carriage trade following, or a recognized firm contemplating an expansion program. Our well-known Farm hickory smoked meat and poultry products have excellent acceptance among the better restaurants, hotels, clubs, etc. Also have fine line of canned meat, poultry and soup products superior to imported brands. Have new food products which require advertising, promotion and marketing experience. Wish to expand volume business. All products U. S. Government inspected.

Box 5236, ADVERTISING AGE
630 Third Ave., New York 17, New York

WANT TO BUY Medium size trade publication in industrial field.

Box 27 Q 256, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

PRESTIGE-TYPE PUBLICATION, graphic arts field, for sale to responsible publisher. Splendid potential. Priced well under annual gross. Low down payment.

Box 5237, ADVERTISING AGE
630 Third Ave., New York 17, New York

Seasoned, Highly Experienced two-man team of trade paper editorial, advertising and production specialists looking for publications in need of new blood. Will assume full responsibility on percentage basis; will also consider outright buy of established trade publication whose owner wants to retire.

Box 5061, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

the copy shop
MU 3-1455
270 madison/ny 16

COPYWRITING STUDIO
Confidential Work

Add 26 copy experts to your staff—but not to your payroll—get a top creative team for a pre-agreed per-job fee.

Persuasive Communication any kind—any medium

EVERYONE is beating a path to

R.A. League and Associates.

SPECIALISTS in the NEGRO MARKET

Services Available:
public relations
merchandising
promotions
marketing
art work

545 North Michigan Avenue

Chicago, Illinois

PHONE 467 6409

Advertising and Promotion Man

Delco Radio Division of General Motors, a leader in the field of semiconductors and electronics, has an immediate opening for a man experienced in:

ADVERTISING · SALES PROMOTION MERCHANDISING

Electronics background is desirable. If qualified and interested, send your resume to the attention of Mr. C. D. Longshore, Supervisor of Salaried Employment.

DELCO RADIO DIVISION OF GENERAL MOTORS
KOKOMO, INDIANA
An equal opportunity employer

An Unusual

BUSINESS OPPORTUNITY

For the Successful College Graduate
(or with Equivalent Business Experience)
Impatient With His Present Rate of Progress!

Get into a profitable business of your own as a licensed representative of our company with exclusive territorial right in the newest

ADVERTISING MEDIA

in America—a tested method being used by National, Regional and Local advertisers.

A dignified, highly rewarding business in association with a long established, multi-million dollar organization widely respected in its field. Excellent growth potential.

Annual Earnings (conservatively): $15,000—$20,000. Potential earnings to $40,000. Refundable investment: $5,000 plus $5,000 operating capital.

If you have had executive experience . . . are ambitious with a high degree of integrity and have a steady pattern of growth in sales, in advertising, or in business, then *YOU* may be the man for whom we're looking! Areas currently being licensed: Central and Western New York; Southwestern Ohio; Central and Southern Indiana; North Carolina; Eastern South Carolina.

WRITE FOR APPOINTMENT
Box 907, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

SKIN DIVING PICTURES

Authentic underwater pictures with diving gear used correctly. Unusual color or black & white photos as only experts can provide.

SKIN DIVER PUBLICATIONS, INC.
P. O. Box 111 Lynwood, Calif.
Publishers of SKIN DIVER MAGAZINE and DIVING NEWS

CREATIVE HOUSE
PERSONNEL

Are you looking for a job?

If you are, did you know that Creative House is 40 to 50 times bigger for job-seekers than Thompson, McCann, BBDO, or any other agency you might call upon?

The reason is ABC simple.

On any given day, we have dozens and dozens more jobs than you'll find at even the largest agency or ad department.

So why not make us your *first* call? You have everything to gain, nothing to lose.

Among our current openings, (where applicants haven't been called for final interviews) are these.* Could one of them be yours?

Account Executives

Cosmetics	$25,000
Foods	20,000
Copy/Contact (Consumer)	15,000
Copy/Contact (Paper)	13,000
Foods	12,000
Copy/Contact (Industrial)	10,000
Copy/Contact (Farm)	10,000

Ad Managers

Agricultural	$15,000
Food Store Chain	12,000
Cosmetics	10,000

Artists

Home Furnishings, A.D.	$25,000
Print/Collateral, A.D.	19,000
Branch Office, Mr. Big	17,000
Package Designer	15,000
Office Furniture, A.D.	13,000
Studio Figure Man	OPEN
Studio Designer	OPEN
Associate A.D.	10,000
Associate A.D.	7,500
Art Gallery Manager	5,400

Copywriters

Copy Chief	$22,000
Cosmetics (gal or guy)	20,000
Package Goods	15,000
Consumer (gal)	15,000
Doyle, Dane Type	15,000
Foods (gal)	15,000
Foods/Sporting Goods	13,000
Package Goods	12,000
Men's Sportswear	12,000
Sales Promotion (food)	12,000
Farm/Industrial	12,000
Industrial/Hard Goods	10,000
Medical	9,000
Consumer	9,000
Soft Drinks	9,000
Small Agency	9,000
Dog Foods	8,000
Housewares (gal)	7,500
Trainee	6,000
Savings & Loan (gal)	5,400

Public Relations

Editor/Publicist	$13,000
Photographic	12,000
Associations	10,000
Schools	10,000
Consumer/Industrial	8,500
Boating Club	7,000

Commercial TV

Film/Tape Producer	$18,000
Film/Tape Producer	15,000
Film Writer	12,500
Client Film Supervisor	10,000

Miscellaneous

Food Research	$12,000
Personnel Manager	20,000
Media Buyer	10,000
Print Production	6,000

*Under Illinois laws, we cannot advertise a job we do not have

JACK BAXTER KNOWS ADVERTISING
ADVERTISING KNOWS JACK BAXTER
41 E. Oak • Chicago 11 • DE 7-0001

PUBLISHERS' REPRESENTATIVES

ATTENTION PUBLISHERS LOOKING FOR *SALES* ON THE WEST COAST—well trained and familiar with all markets — with excellent sales records on established publications. We invite your interest.
Box 908, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

MARKETING RESEARCH ANALYST

To design and implement national surveys covering product testing, marketing potential and sales forecasting; data interpretation and "action recommendations" for major insurance firm's Los Angeles Home Office.

Position requires the ability to do independent and original work and a high degree of initiative and judgment. Degree with Marketing major, minimum 5 years' experience. Outstanding program of benefits including non-contributory retirement plan.

OCCIDENTAL LIFE
1151 S. BROADWAY, Main Floor, L. A.

WE NEED MEN!

Increasing demand for ad-men has depleted our roster of applicants until we are critically in need of good men for such positions as the following:

COPY WRITERS—For both agencies and advertisers. Industrial and consumer copy men. Limited experience from $7,500 to $10,000; top professionals up to $20,000.

PUBLIC RELATIONS MEN—Strong demand for young men with versatile backgrounds from $8,000 to $12,000; choice spots for highly experienced men up to $18,000.

ARTISTS—Urgent need for good young layout men, illustrators, finishers, package designers, etc., and men with versatile agency experience or potentials, from $8,000 to $12,000. Three top openings for Art Directors from $15,000 to $20,000.

MARKET RESEARCH—Variety of openings with large manufacturers, agencies, and independent M.R. organizations — from **field research** men to **Directors**—$8,000 to $25,000.

MANY OTHER POSITIONS—Account Executives, Ad Managers, Assistants, Sales Promotion men, Graphic Arts and Space Salesmen, Media and Production men—**the best jobs in the market!**

Come in—phone—or write—NOW!

Cliff Noble
CADILLAC ASSOCIATES, INC.
29 E. Madison St., Chicago, Ill.
Financial 6-9400

Publishers

Established representative invites publishers' inquiries regarding coverage of Middle-West territory. Since 1952.

James k. millhouse
PUBLISHERS' REPRESENTATIVE
Palmolive Building, Chicago 11, Ill.

WRITER

For publicity, direct mail, sales literature, etc. Excellent advancement opportunity in the promotion department of major investment firm in Suburban New Jersey. Financial/Insurance background helpful. Age: to 30 plus. Salary open according to ability and experience. Write, giving full details.

Box 902, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

SAN FRANCISCO & DOYLE DANE BERNBACH

Doyle Dane Bernbach is looking for an exceptional senior account executive for its San Francisco office. Heavy package goods experience. Salary open. Respond by letter and resume only to Ted H. Factor, DDB, 6399 Wilshire Blvd., Los Angeles 48, Calif.

INDUSTRIAL PR ACCOUNT EXECUTIVE

Wanted for Chicago office of business-oriented international agency. Experience in metals or electrical equipment helpful. Engineering degree desirable. Need quick facile writer who can talk with client engineers and with business publication editors on their terms. Reply by letter to:

Hal Bergen, Vice-President
BURSON-MARSTELLER ASSOCIATES
185 North Wabash Avenue
Chicago 1, Illinois

DON HARRIS NEEDS:

RARE MERCHANDISER for RARE OPPORTUNITY. He'll head a subsidiary of a big company, pioneering wide-range vending equipment in high-traffic outlets, starting with foods, beverages, then goods machines can move at lower sales costs. May be now with regional or national headquarters of a drug, variety or department store chain (or big department store), will know individual-store problems, opportunities ..... OPEN

BRAND MANAGER, top-rank food company. Lots of growing room for a young man with full-range marketing experience. Perhaps one now frustrated in an agency because agencies advise but don't market. $12M

BRANCH-OFFICE COPY CHIEF (PACIFIC COAST). Effective with clients. Wide-range product experience, print-broadcast, ideas-plus-copy. "Around" $12M

DON HARRIS, DIRECTOR
LOU PAETH, Associate Director
Advertising & Marketing Division
MONARCH PERSONNEL
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COPYWRITER—KEY POSITION

For the right man, this is THE job. You can become the top copywriter in a solidly established profitable agency that is moving rapidly ahead. You'll become part of the management team, working with capable experienced people. You'll be able to do your best work in a position that has no ceiling, benefitting directly from the growth and prosperity of the agency.

To fill this key position we're looking for a young man (late twenties or early thirties) with several years of good copy experience. He must have professional writing ability and sound selling ideas. He must be a hard worker who can handle big jobs and small jobs . . . and be proud of his work on all of them.

We're in Richmond, Virginia, billing a million plus. We have excellent national accounts. We enjoy working together, and we work hard. If you want to fit into this team, sell us in a letter and let us know your salary range. Write in confidence to:

President, EASTERN ADVERTISING, INC.
1806 Chantilly Street, Richmond, Va.

OPPORTUNITY! South of the Border . . . where your money goes further!

MARKETING MANAGER—needed for major U.S. Food Company operating in Mexico. Responsibilities include:

1. Supervising and training brand managers.
2. Formulating marketing strategies and plans for all products (current and future).
3. Coordinating with our Sales, Finance and Production Departments.
4. Supervising and evaluating all advertising agency work.

Speaking knowledge of Spanish is essential.

Box 901, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

ADVERTISING EXECUTIVE

Growing discount chain wants right person with original ideas. Must have retail or discount background. Must be able to do own artwork. Good salary. Write to:
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630 Third Ave., New York 17, N.Y.

Our 50th Year

MKTG. ANALYST—Electronic consumer mfg.—25-35	$8,500
TV COPYWRITER—excel. oppty. progressive Chgo. agcy.	8,000
SPACE SALES—good trade pub. Chicago & mid-west terr.	7,500+

MANY MORE—MAIL RESUME
GLADER CORPORATION
110 S. Dearborn St., CHICAGO, Ill.
Phone: CEntral 6-5353

New York trade publication for sale. Medium size, highly successful. Illness of principal forces sale. Gross profit for latest fiscal year approximately $50,000. Principals only.
Box 909, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

Have You Got a New Toy Idea?

Triple AAA-1 manufacturer with complete injection molding, blow molding, vacuum forming, die cutting and with complete facilities to manufacture box games and wooden toys, looking for new items on Royalty or straight sale basis.

★ **National sales force**
★ **TV promotion minded**
★ **Creative Packaging**

Write for appointment . . .
Box 796, Advertising Age
630 Third Ave., New York 17, N. Y.

House for Sale

In de rigueur Wilton, Conn. An hour's commute to Madison Ave. short drives to White Plains, Stamford, Bridgeport. Trees galore, privacy on 1.03 acres in 2 acre zone. Anxious to close deal, just bought other house better suited to my consulting business. 3 baths, 3 bdrms, guest/fam rm., firepl. liv rm, din rm, indry, screened porch 13'x23'x16', dry cellar, 2 car gar, sun deck, rock garden, etc. $36,500 without a broker. Good mortgage. Call **PDrter 2-3940** or write:

Box 899, ADVERTISING AGE
630 Third Ave., New York 17, N.Y.

WE BELIEVE . . .

That the measurement of a man in sales (or any form of endeavor for that matter) must be based on:

1. Mutual understanding
2. Mutual truths
3. Mutual loyalty
4. Mutual ability
5. Mutual results

between Employee and Employer—be it individuals—corporation or whatever form.

WE DO NOT BELIEVE . . .

That mutual understanding means that because a man does his job well (a portion of the whole) that he should be given a percentage of the Company simply because he is doing a good job, which is expected of him and for which he should be paid proportionately.

WE BELIEVE . . .

That regardless of any magic formulas, methods or approaches to sales and the results of these sales, that a salesman must:

1. Earn enough to pay his expenses.
2. Earn enough to pay his commission.
3. Earn enough to pay a part of the overall company overhead.
4. Earn enough to bring a return to the company.

WE BELIEVE . . .

That a man with average or above average good selling ability (in our times) can move from Company to Company—from position to position—from job to job (and it might be in any of these categories) and increase his earnings most of the time—but in the long run, unless "Lady Luck" is his constant companion—this man's real ability will seek its own level.

WE DO NOT BELIEVE . . .

That rash promises from either side in the form of either

1. Misrepresentation of ability
2. High salaries (for money's sake)
   Drawing account (or whatever name you choose to use).

will automatically assure anything but temporary *success.*

For in reality, *Success* has been measured by many standards the world around—but basically it must come down to a single word "*CHARACTER*" and that must apply to Company and individual alike—it must be *mutual.*

WE DO NOT BELIEVE . . .

That a top salesman, whether he be publisher or sales manager, can do a job in a leading trade publication in today's scheme of things, unless he is willing to do some traveling.

WE BELIEVE . . .

That this traveling time should work out at about 50% minimum during the year without handicaps or inconveniences.

WE BELIEVE . . .

That a man should be paid commensurate with his *known* ability and with the worth of the job to be done.

WE DO NOT BELIEVE . . .

That he should be paid for the job to be done before the job is done—But rather,

WE BELIEVE . . . that he should be paid in stages as it becomes self-evident that the job is being done—and, mutual ability will know this without prompting from either side.

And by the same token—

WE BELIEVE . . .

That a Company should not ask a man to prove himself completely in the early light of endeavor—nor should he ask the Company to prove itself with top rewards in the early light of association.

Sincerity and honesty must be *mutual.*

Integrity begins with man and job (and Company) and to flourish it must have a *mutual honest beginning.*

If you are a man who not only knows sales—but can sell along with top salesmen—can direct—manage and translate leadership to his fellow man honestly and sincerely—with a touch of humility—

We would like to hear from you.

H. L. PEACE
H. L. PEACE PUBLICATIONS
624 GRAVIER ST.
NEW ORLEANS 12, LA.

More Market Place ads on Page 148

The Advertising Market Place

PICTURES OF SMELLS IN COLOR
NOW THE EMOTIONS AND SENSATIONS OF PERFUMES, COSMETICS, AND TOILETRIES CAN BE VISUALIZED WITH MY EXCLUSIVE TECHNIQUE. **WARREN E. SIEGMOND, 7 WEST 15th STREET, NEW YORK 11, N. Y., OR 5-4544.**

ADVERTISING SPACE SALESMAN
Top opportunity for imaginative, enthusiastic Salesmen with the leading engineering magazine.
"ELECTRONIC DESIGN" needs 2 experienced space salesmen—one for southern New England and one for the San Francisco Area.
Box 904, ADVERTISING AGE
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ACCOUNT EXECUTIVE
Wide experience in all phases of Advertising. Marketing—Sales—Copy—Media. Top level client contact. 10 years experience with 4A agencies (mostly in N.Y.) handling food, liquor, publication & financial accounts. Firsthand knowledge of both vital West Coast & East Coast markets. After over 2 years in Los Angeles, plan to return Oct. 1 to New York. Presently employed by Los Angeles Agency. Age 39. Resume on request.
Box 27 Q 249, ADVERTISING AGE
4041 Marlton Ave., Los Angeles 8, Calif.

ADVERTISING ASSISTANT HOSPITAL AND LABORATORY
A challenging opportunity with excellent growth potential available in expanding hospital and laboratory organization. The man we need must be able to assume responsibility in all areas of sales promotion including journal, direct mail, conventions, dealer participation programs, etc. Should have college training with important biological background. Direct and dealer sales experience desired but not essential. Send resume and salary requirements to:
Professional Division
P. O. Box E
Riverside, Illinois

Advertising production specialist. 15 years experience. Top-notch. Age: 39. 11 years experience with leading national manufacturer. Seeks similar job or in the direction of marketing. Location in vicinity of New York.
Box 834, ADVERTISING AGE
630 Third Ave., New York 17, N.Y.

ACCOUNT EXECUTIVE WANTED
To help us grow we need a good account executive with plenty of management ability, advertising know-how, and proven record of performance in servicing National Consumer and Industrial clients. Some billing or immediate contacts essential.
In return, we offer no deals, no "convenient" place to hang your hat; but, instead, an excellent opportunity to work hard and get paid well for it, to contribute your ideas and have something done about them, to be among people you'll like working with, and to participate in and enjoy the personal satisfaction and the tangible benefits of making a real contribution to the growth of your company.
We are a new agency ($1,000,000 size) located in Newark, N. J. We've had an excellent 2½ years but we are still a good deal smaller than we plan on staying. We know the agency business and have a wealth of experience in all phases of advertising and marketing in a wide variety of fields plus an excellent nucleus of good growth accounts.
Please send as complete a resume as possible. We will respect your confidence completely.
Box 900, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

CIRCULATION MAN for evening work on audit. Must know BPA procedure and 4-digit SIC.
Call Griffin — DE 7-0638

EXCEPTIONAL NEW CONSUMER PRODUCTS
Have all requirements for success. Fulfill basic needs, various fields ($1-$5). Reputable products developer, very flexible. **Phone Miami, Florida: EMerson 1-2858** or write:
Box 903, ADVERTISING AGE
630 Third Ave., New York 17, N. Y.

ACCOUNT EXECUTIVE
Presently employed, eight years present association. Level-headed, high native intelligence, flair for organization. Effective planner. **Unusually** creative for account exec. History of successful account service embraces full range of advertising activities, plus merchandising, publicity, SP. Wide background, both consumer and industrial. **Seeking** good agency heavy in consumer accounts, preferably 2-3 million or larger. Relocation no problem, but no NYC or Chicago inquiries, please. Salary low five figures.
Box 906, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Illinois

COPY $20,000
Special opportunity for top-flight creative man with major ad agency. Experienced in packaged goods. Salary + bonus + equals approx. $20,000. Send your confidential resume in duplicate to:
ADVERTISING DIVISION
STURM-BURROWS & CO.
Executive Search and Personnel Placement Specialists
1420 Walnut Street Philadelphia 2, Pa.

Wanted: Space Salesman
We need an advertising salesman, preferably with previous business publication sales experience, to cover Ohio-Pittsburgh-Detroit for American City Magazine. Travel every other week mandatory. Interviews in Cleveland office September 28-29. Send resume to **Edgar M. Buttenheim, Publisher.**
Buttenheim Publishing Corp.
1814 Superior Bldg.
Cleveland 14, Ohio

ILLUSTRATIONS EDITOR
For publisher of leading young peoples' encyclopaedia. We're looking for a triple threat man of proven ability in the fields of ideas, art direction, and production. Must have college education (liberal arts) as well as experience as art director. Must be prepared to cope with these problems: (1) *what* does one illustrate from Aardvark to Zoology? (2) *how* can you make it understandable to a 13 year old? (3) *who* can do the type of illustration that is needed? An exciting job with a good future for the well-qualified man. Please do not apply if you are not prepared to accept the challenge and responsibility of this position from your very first day at work.
Box 911, ADVERTISING AGE
200 E. Illinois St., Chicago 11, Ill.

KEEP
in touch with us. Often openings are filled before we can list them for your consideration. Currently we would like to hear from good applicants interested in:

GRAPHIC ARTS	
Art Director (4A agency)	$14,000
Art Director (agency/Wis.)	10,000
Art Director (film studio)	9,500
Editorial layout artist	8,500
Art Director (Maine)	8,500
Layout artist (studio)	8,000
Top production man	8,000
Design & Prod of menus	8,000
Consumer layout & production	8,000
Top production man (agency)	7,500
Good young layout man (Okla)	7,000
Magazine layout & illus. (girl)	75 wk.
Many girl fridays and apprentices	open
COPY	
General Copy (agency)	$10,000
Consumer (agency)	8,500
Young writer/print & TV	6,600
Jr. Copywriter, Journ. Degree	5,200
Jr. Copywriter/retail MO exp.	5,100
AND AT RANDOM	
A.E. (Cake & Bread—Midwest)	$15,000
Production manager (agency)	9,000
Jr. Salesman/travel	OPEN
Secy. (agency)	400 mo.
Lite Steno/typist (agency)	350 mo.

BETH TURNBULL GRAPHIC ARTS COUNSELLOR
M. L. BARNARD & L. E. WILSON ADVERTISING COUNSELLORS
BARNARD PERSONNEL
220 S. State St. / Chicago 4 / WA 2-2306

TYPHOON—*Ronson Corp. is promoting its lowest-price lighter, the Typhoon, with this b&w ad in The Saturday Evening Post and in outdoor publications. Doyle Dane Bernbach is the agency.*

Marketing Needs Code, Professional Standards: Williams

CHICAGO, Sept. 12—"As a professional marketing group, it is high time we get some sort of code of ethics and standards or some day some other group—like the Better Business Bureau—will set our standards for us," Val J. Williams, chairman of the board, Markoa Corp., marketing management company, asserted here yesterday.

Speaking before the Chicago Area Agricultural Assn., Mr. Williams stressed that whatever phase of marketing members of his audience are engaged in, it is important "to make certain that our efforts in the marketing complex are geared to the whole need, rather than to our elements only."

He said that the marketing profession in all of its facets has run the scale in the past two decades—from no sell, during the war, to hard sell, after the war, to soft sell, in the early and middle '50s.

"Recently we have turned to a conglomerate mixture of all of them," he charged, "thereby generally confusing the customer."

■ The more we talk about the marketing concept and don't do anything about it, the less we get done, he said.

As the first step in "doing something," he suggested setting up a cooperative study commission made up of members of the American Marketing Assn., Advertising Federation of America, Sales & Marketing Executives—International and the Public Relations Society of America to construct a professional definition of marketing.

"Unless we do something about clearly defining and setting standards for marketing, the marketing function will be taken over by corporate management," he prognosticated. #

S. F. Group Changes Name

The San Francisco Sales Executives' Assn. has changed its name to Sales Marketing Executives' Assn. of San Francisco. The change in name, coincident with the organization's 50th year of existence, follows a name change voted by the national parent group.

Deltox Names Geer-Murray

Deltox Inc., Oshkosh, Wis., has appointed Geer-Murphy, Oshkosh, to handle advertising and sales promotion for its line of floor coverings and industrial products. The newly formed company acquired facilities of the Deltox Rug Co., division of Armstrong Cork Co.

Barnes Chase Adds Pacific

Pacific Coast Title Insurance Co., San Diego, has appointed Barnes Chase Co., San Diego, to handle its advertising and public relations. Frank Leahy, former football notable, purchased control of PCTI last April and recently moved executive offices from Los Angeles to San Diego. The company operates branches and agencies in California and Utah and plans to expand into Hawaii, Arizona and Nevada.

Herbert Adds Magazine

Herbert Advertising Co., St. Louis, has been appointed to handle advertising and promotion for *Hospital Progress*, published by Catholic Hospital Assn., St. Louis. A stepped up direct mail campaign in addition to trade paper advertising is planned. Previous agency of record was Al Maescher Advertising Co., Clayton, Mo.

Domestic to Cramer-Krasselt

Domestic Engineering Co., Chicago, has appointed Cramer-Krasselt Co., Milwaukee, to handle advertising for its publications, including *Domestic Engineering, Institutions Magazine, Actual Specifying Engineer, Domestic Engineering Catalog Directory, Institutions Catalog File* and *Engineers' Product File.*

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The following list of advertisers in this issue is published solely as a convenience. While every effort is made to maintain accuracy and completeness, last minute changes may occasionally result in unavoidable omissions or errors.

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General Mills Boosts Instant Potato Efforts

(Continued from Page 1)
reserved in the supplements to present the layout in a horizontal position.

"Since we expect our competition to step up promotion, too, consumers this fall may be seeing potato ads every week," observed Roger Carlson, potato products marketing manager at General Mills.

■ W. B. Cash, vp and director of marketing for flour and mixes, said the instant potato market burst out of nowhere in the last three or four years and now amounts to $40,000,000 retail a year.

Following a growth curve similar to that of instant coffee and frozen orange juice, it is expanding at an average rate of 30% a year.

The leader in the field, with about a third of a market it once had all to itself, is R. T. French Co., a subsidiary of Reckitt & Colman, the British company which, during World War II, developed a process for boiling and mashing potatoes, then dehydrating them into easily packaged granules.

General Mills is in second position, followed by its home-town rival, Pillsbury Co., which now has five instant potato products in the field (mashed, hash brown, scalloped, home fry and au gratin). Borden Co. is in fourth place and General Foods, whose products are marketed under the Minute brand, is fifth.

■ Why are the big food companies so interested in instant spuds?

The answer is simply that technological developments have made it possible to package important conveniences along with a product that reconstitutes to look and taste like fresh potatoes.

As Mr. Carlson explains, instants eliminate the drudgery of washing, peeling, slicing or mashing fresh potatoes. There is no need to buy raw potatoes in quantities of 10 or 20 lbs. The housewife can dig into a box for the number of servings she wants without worrying about leftovers.

"And Betty Crocker includes hard-to-come-by spices and other ingredients for specialty dishes in the same box with the potatoes," he said.

■ At Knox Reeves, where the potato account group has compiled a seven-volume collection of facts from about 250 industry and consumer studies, enthusiasm for the General Mills ad drive is running high.

Account executives Tom Flewharty and Dick Rogers pointed out the potential market for instants scarcely has been tapped.

"This isn't like cake mix which the housewife might use once a week," said Mr. Flewharty. "Here is an unlimited service opportunity. People eat potatoes every day. Some even like them for breakfast."

He predicted that in five years instants will reach the $175,000,000 sales volume cake mixes enjoy today.

With quality control established in the industry, housewives have confidence in instant potatoes, regardless of brand, he said.

The battle for shelf space in the supermarkets, therefore, will be decided by product quality, the pulling power of brand names, marketing strategies and the sales strength of competing companies.

■ Advertising themes developed for General Mills stress quality and rely heavily on the prestige of the Betty Crocker brand.

"One's first impulse, when working with a product like instant potatoes, is to stress the convenience appeal," said John Connor, Knox Reeves creative director and senior writer with the potato account group.

John Connor

"But we decided to emphasize quality and let the package tell the convenience story. We aimed at communicating quality in all aspects of both print ads and television commercials—in color, copy, photo props and particularly the music and sounds in the commercials."

The lines "Betty Crocker potato magic," "Let Betty Crocker start dinner for you..." and "Cookbook quality in a package," Mr. Connor pointed out, help position the new products in the minds of both consumers and people in the grocery trade.

■ The agency went to unusual lengths to find just the right quality-communicating music for commercials.

"We wanted music that would not drown out the announcer and yet would make its own contribution to the over-all impression of quality," Mr. Connor said.

The search led to a Hollywood composer whose music was produced with instruments selected to blend with the announcer's voice.

Potatoes, which are 80% water, long have been considered a "natural" for dehydration. But workable techniques eluded researchers for years.

R. T. French's pioneering effort to market its mashed potato granules in 1946 met with stout resistance. This was due in part to memory of an ill-fated American product made by dehydrating uncooked mashed potatoes. GIs who sampled the gray, watery reconstituted concoction, developed a near-permanent distaste for potatoes.

Krom Rogers Flewharty Anderson Sturgis

POTATO GROUP—*The Knox Reeves potato product group put their heads together on General Mills' new campaign. They are Ken Krom, art director; Dick Rogers and Tom Flewharty, account executives; Joan Anderson, copywriter; and Bob Sturgis, vp and account manager. John Conner (not shown here), vp and creative director, is the lead writer on the account.*

■ But French persisted. Production operations were set up in Shelly, Ida., and laboratory work continued in an effort to improve flavor, texture and handling techniques.

By 1955 the company had achieved national distribution. About the only competition in the still suspicious consumer market was General Foods, which brought out a granule type instant mashed in 1952.

FULL MEASURE—*Pan fry potato slices are poured into a volume cylinder to measure packing density in General Mills research laboratories.*

General Mills, an interested onlooker for a decade, entered the arena in July, 1959, also with a granule-type mashed potato.

"Our market studies indicated a good potential market for high quality instant potatoes," said Mr. Carlson. "The company was looking for an opportunity for horizontal expansion and diversification in the convenience food field. Instant potatoes seemed to fill the bill."

■ Working with American Potato Co. of Blackfoot, Ida., its principal potato supplier, General Mills came up with a number of process modifications, including a way to improve texture. Last fall, milk solids were added to the potato mix. This permits the housewife to rehydrate the granules with water, rather than fluid milk.

Meanwhile, Borden and Pillsbury introduced mashed potatoes made by a new flaking process developed in the eastern regional laboratory of the Department of Agriculture.

Both companies set up plants in the Red River Valley potato growing area and began vertically integrated production.

Spurred by big company promotions, the quick mashed business, which doubled between 1957 and 1958, doubled again from 1958 to 1959. Sales leveled off between 1959 and 1960, but the total instant potato market grew 50%.

■ General Mills people note that the growth was largely due to new slice and piece products in which their company has been a leader.

Betty Crocker au gratin and scalloped potato casseroles were introduced in 1959 at the beginning of the 1960 crop year.

While not the first departure from the basic instant mashed potato (Pillsbury scored a notable beat with its hashed brown), these specialties helped move General Mills from fifth to second place in the industry sales race.

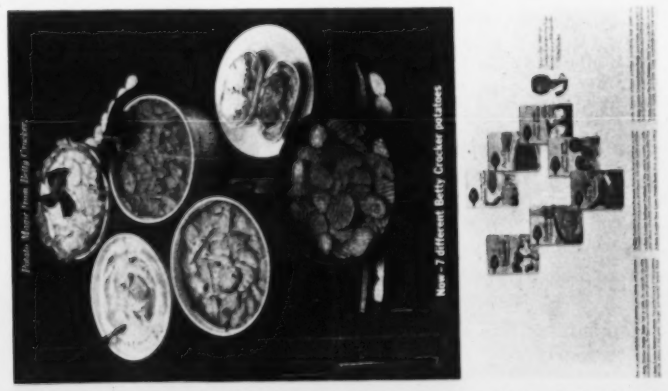
"The growth in the piece/slice segment of the market is only the beginning," said Fletcher C. Waller Jr., product group manager in the consumer products commercial research department of General Mills. "They may well surpass the mashed products in the next two years."

■ To bring this about, Mr. Waller said the industry will have to develop acceptance of a number of new forms of dehydrated potato dishes like the potato salad and pan fries General Mills is now introducing.

"Consumer studies have verified that in order to change a homemaker's habits regarding a common staple like potatoes, a food manufacturer must give her more than high quality and convenience," he said. "She demands a product with interest, glamour, or flair, which she would be unlikely or unable to create herself."

Thus Betty Crocker salad is a mix of slices and seasoning which can be made into either a cold, mayonnaise type salad or into a hot German salad. And the pan fries are crinkled slices (to avoid sticking to the pan) which can be rehydrated and fried quickly in a one-step, one-pan operation.

Indicative of the new emphasis on potato pieces, General Mills last fall contracted to take the output of a new piece processing plant which employs 150 persons at Fosston, Minn., on the rim of the Red River Valley. ≡



PRODUCT LINEUP—*This spread in Sunday supplements on Oct. 22 features all seven Betty Crocker instant potato products for the first time in a single ad. With the layout on its side, readers will have to turn their magazines to read the copy.*

POTATO BOATS AFLOAT—*This ad featuring Potato Boats will run in Sunday newspaper supplements on Sept. 24.*

Nathan Straus, 72, Chairman of WMCA, Ex-U.S. Official, Dies

MASSAPEQUA, N. Y., Sept. 14—Nathan Straus, 72, chairman of WMCA, was found dead in a motel room here yesterday. Police said Mr. Straus apparently had died of natural causes during the night. He had made the journey from New York City to inspect some of his real estate.

Mr. Straus headed the U. S. Housing Authority from 1937 to 1942. He purchased WMCA in 1943, and served as the radio station's president until 1959, when he became chairman. He also was chairman of Straus Broadcasting Group, which included WBNY, Buffalo, and Radio Press International, a taped news service.

Mr. Straus was a pioneer in urging that radio stations express editorial opinions on the air, and after federal regulations in this field were eased in 1949, he became a strong advocate of liberal views on WMCA.

■ Mr. Straus began as a reporter on the old *New York Globe* in 1909. In 1914, he bought *Puck*, a humor magazine, which he edited and published until 1917. He entered Democratic politics after World War I and served three terms in the New York State senate.

He was a member of the Straus family, merchants and philanthropists, who bought the R. H. Macy & Co. and Abraham & Straus department stores.

HARRY K. O'NEIL

CHICAGO, Sept. 12—Harry K. O'Neil, 67, vp and account executive of Tobias, O'Neil & Gallay, died today in the Veterans Administration Research Hospital. An alumnus of the University of Chicago, he entered advertising following service with the Navy in World War I.

J. E. CAMPEAU

RIVERSIDE, ONT., Sept. 12—J. E. (Ted) Campeau, 63, president and general manager of Radio-TV Station CKLW, died at his home here Sept. 3. A native of Windsor, he was a graduate of St. Michael's College and Ottawa University, and received his law degree from Windsor's Osgood Hall in 1924. He practiced law for two years before entering advertising. A World War I flyer, he was a charter member of War Birds, a veterans' organization. Mr. Campeau had served as director of the Canadian Assn. of Broadcasters, the Assumption University (Windsor) board of regents, Mutual Broadcasting System board of directors and was past president of the Essex County Tourist Assn.

Black-Russell-Morris Adds Alfa Romeo Distributor

Black-Russell-Morris, Newark, has been named to handle advertising for Alfa Romeo Inc., Newark, distributor in 37 states not covered by Hoffman Motors Corp., plus the District of Columbia. Budget has been set at $125,000.

The agency has also been named to handle advertising for Croll-Reynolds Co., Westfield, N.J., manufacturer of vacuum ejection equipment, and Potter Aeronautical Corp., Union, N.J., manufacturer of turbine type flow meters.

Local Media Should Give Commission for Local Ads, Bernstein Tells Group

(Continued from Page 3)

arrangement, so that the client understands completely what he is paying you, and how. In others, some of your compensation is coming in hidden or semi-hidden overrides or fees attached to production items of one kind or another. There is nothing wrong with this, either, but I suspect it will tend to disappear, however gradually, in favor of straight fees which are more professionally set."

In touching on the subject of house agencies, which he predicted would always be part of the advertising scene—but a relatively unimportant part—Mr. Bernstein warned that "the lack of effective rate cards in radio, together with the wholesaling of time in radio and television, right now represents a far greater threat to orderly operation of the independent agency system than does the house agency."

■ Richard S. Latham, partner of Latham-Tyler-Jensen, Chicago, industrial design company, charged that products are being manufactured, sold, bought and advertised today which people "don't need, don't want and might even be better off without.

"I think it's our own fault," Mr. Latham said. "I think it is a problem that is rooted in how people behave when they have too much of everything. In other words, we are doing it to ourselves.

"Specifically, I am saying that you as a consumer are not exercising your rights. You're not complaining, you're not discriminating, you're not even questioning the intrinsic value of the things you buy—in short, I don't believe you are trusting your own senses. And I know exactly who I am talking to, because there is nobody in the world who examines, debates and looks at the things she buys any more than American women."

■ Mr. Latham lashed out at manfacturers and industrial designers who he contended are designing products "for the system" rather than for consumers. "We are still designing products for selling rather than for use," he said.

"This is where styling makes a car impossible to get in and out of in a skirt. This is where merchandising puts controls on a range or home laundry that would confuse an engineer, let alone a mother with her arms full of laundry—and this all quite aside from the fact that you can't clean it.

"I don't believe I am telling tales out of school when I tell you that my own profession has been sharply divided for some years over the issue of styling versus design. There are many of us who believe that design is for people and 'styling' per se is for selling and merchandising.

"In a marketing society it is even conceivable that styling serves a purpose in that it sells products and therefore keeps the whole works going. The question, of course, remains (if you want to ask it), is styling still a good thing when it starts to interfere with the use of the product? Does it win friends when it starts to be impossible to keep clean, what happens when all that chromium starts to rust, do you love it in December as you did in spring?"

Mr. Latham said he wondered why more practical, useful products were not being made and offered for sale, and added that such items would be easy to sell and advertise. "Instead of spending hours trying to think up what to say about something that would be better off if treated with silence, you would probably find yourselves with too much to say—and by the way, that brings me to my point:

"Just as I believe the average American woman has fundamental taste and good sense [but] is allowing herself to be taken in by things that don't work—so also do I believe that advertising is saying entirely too much about too little."

■ Jack Baxter, president of Creative House, Chicago, charged that too many ads today are dull and imitations of other ads.

He said he wondered why the concepts and copy in many ads are "phony and unreal. Why can't admen act like humans instead of jerks in print," he complained.

Mr. Baxter criticized companies which imitate the ads of competitors and added that advertisers who copy their competitors actually help the competition. As an example, he showed an ad for Kellogg's corn flakes, which showed a little girl looking into an empty cereal box, and an ad that appeared several months lafer for Post corn flakes, which was quite similar.

"In a survey, which blacked out the company and brand names, everyone who saw the Kellogg ad originally identified the Kellogg ad correctly, and 66% of the 500 housewives surveyed thought the Post ad was for Kellogg," he said. "It served them right."

■ Mr. Baxter told his audience that it is hard to get attention from consumers these days, and that "an ad has got to make a real impression" in order to get through to consumers. He stressed that the illustration in an ad is very important, and asserted that agencies and advertisers "don't pay enough attention to illustrations."

He also said that agencies, and their clients haven't learned to use color effectively in ads. As opposed to some theories, Mr. Baxter maintained that a negative approach in ads can do a good selling job.

■ Robert A. Wilson, exec vp of Cargill, Wilson & Acree, Richmond, Va., outlined the story of a successful campaign which his agency staged for a client, A. H. Robins Co., Richmond, ethical drug manufacturer.

In 1959, Robins was only a small drug manufacturer (it now is tenth largest in the U.S.) and the company wanted more doctors to become better acquainted with it, Mr. Wilson said. Robins was faced with such problems as what media to use to reach physicians, how to get the doctors to read its ads, how to create a favorable impression with the medical men, and how to show up well with a limited ad budget.

Upon the recommendation of the agency, Robins decided to use *Time* and *Newsweek*—the first time that it had used consumer magazines. The reasoning was to reach the doctor when he was reading away from his office, and to avoid medical journals, which are loaded with drug ads, and direct mail, of which some 35 to 40 pieces are received daily by doctors.

■ Instead of routine ethical drug ads, the agency hit upon an ad series based on memorable moments in the lives of young men wishing to become doctors, Mr. Wilson said, and the series was named, "Doctor of Tomorrow." The idea for the series came from a dinner party held for six Richmond doctors by executives of the agency.

Mr. Wilson pointed out that the Robins' ads have received very high Starch ratings, and that letters containing high praise have been received from doctors throughout the world. "The Robins company was very impressed with the results," Mr. Wilson said, "and the series this year moved into *Life*."

■ Following are some of the questions and answers which were discussed at a "buzz" session by AAAN members:

• **Does a written ad plan improve advertising effectiveness?** While only six members said they wrote full ad plans, all the other members said they wrote parts of a plan. The audience felt that a written plan keeps a client under control and that it keeps creative departments on or ahead of schedule.

• **Does it work to have one creative head over both art and copy?** Members felt that such a person was needed and that having such a person eliminated many arguments.

• **Does having your own layout department contribute to greater advertising effectiveness?** The audience was split on this question, with five agencies stating they did no layouts, six who did some layout work, and seven who did all their layouts.

• **Free-lance or own artists? Which produces the best advertising?** Members were divided in two camps on this question. One group felt that an agency lost control over a job when it is farmed out, and that free-lancers, in many cases, fail to catch the true objective intended by a layout. The other group felt that by doling the work out to different free-lancers, a "sameness" look for various clients of the agency would be avoided.

• **Merchandising: For improved advertising effectiveness, build into the campaign and charge for it?** Almost all the members said they had accounts that required merchandising, but few said they charged for it. The majority felt that a client should be billed for merchandising, particularly in cases where the account was not highly profitable. It was suggested that much free data could be obtained from media representatives.

• **Borrowing ideas. Does it pay to borrow an idea from another industry?** No one voiced any objections to borrowing ideas, as long as the idea was not in the same field and would not be used in reaching the same audiences. #

BARGAIN—*Barton Distilling Co., Bardstown, Ky., is testing its House of Stuart scotch quarts at fifth prices in Chicago, starting Sept. 21. A color page will appear in the Sun-Times and a b&w page in the Defender. Rosenbloom & Associates is the agency.*

F&S&R Appoints Cleland VP, Pittsburgh Manager

Fuller & Smith & Ross has named Philip A. Cleland as vp and manager of its Pittsburgh office, succeeding George Welch, who joined IT&T International last July.

Philip Cleland

Mr. Cleland, whose appointment is effective Sept. 18, was formerly a vp and account supervisor with C. J. LaRoche & Co., New York. Previously he had been for 11 years in a similar position with Benton & Bowles, and prior to that with N. W. Ayer & Son.

Sheaffer Pen Boosts Two

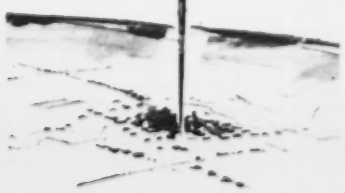
E. C. Thorn has been appointed retail advertising and merchandising manager of W. A. Sheaffer Pen Co., Fort Madison, Ia., succeeding Greg Rouleau, who has been appointed to the new position of dealer and trade relations manager. Mr. Thorn was formerly marketing services manager of Sheaffer.

979' high or 1020' above average terrain

the extra 377' and new maximum power transmitter means 3217 square miles added with more TV homes than ever before:

NEW TALLER WOC TV TOWER

SERVING THE QUINT CITIES
DAVENPORT BETTENDORF IOWA
ROCK ISLAND MOLINE EAST MOLINE ILL.



WOC-TV Channel 6
D. D. Palmer, President
Raymond E. Guth, General Manager
Pax Shaffer, Sales Manager
Exclusive National Representatives
Peters, Griffin, Woodward, Inc

The Sunday Oklahoman covers

71%

of the urban households in the 26 county Oklahoma City Retail Trading Zone

THE DAILY OKLAHOMAN
OKLAHOMA CITY TIMES

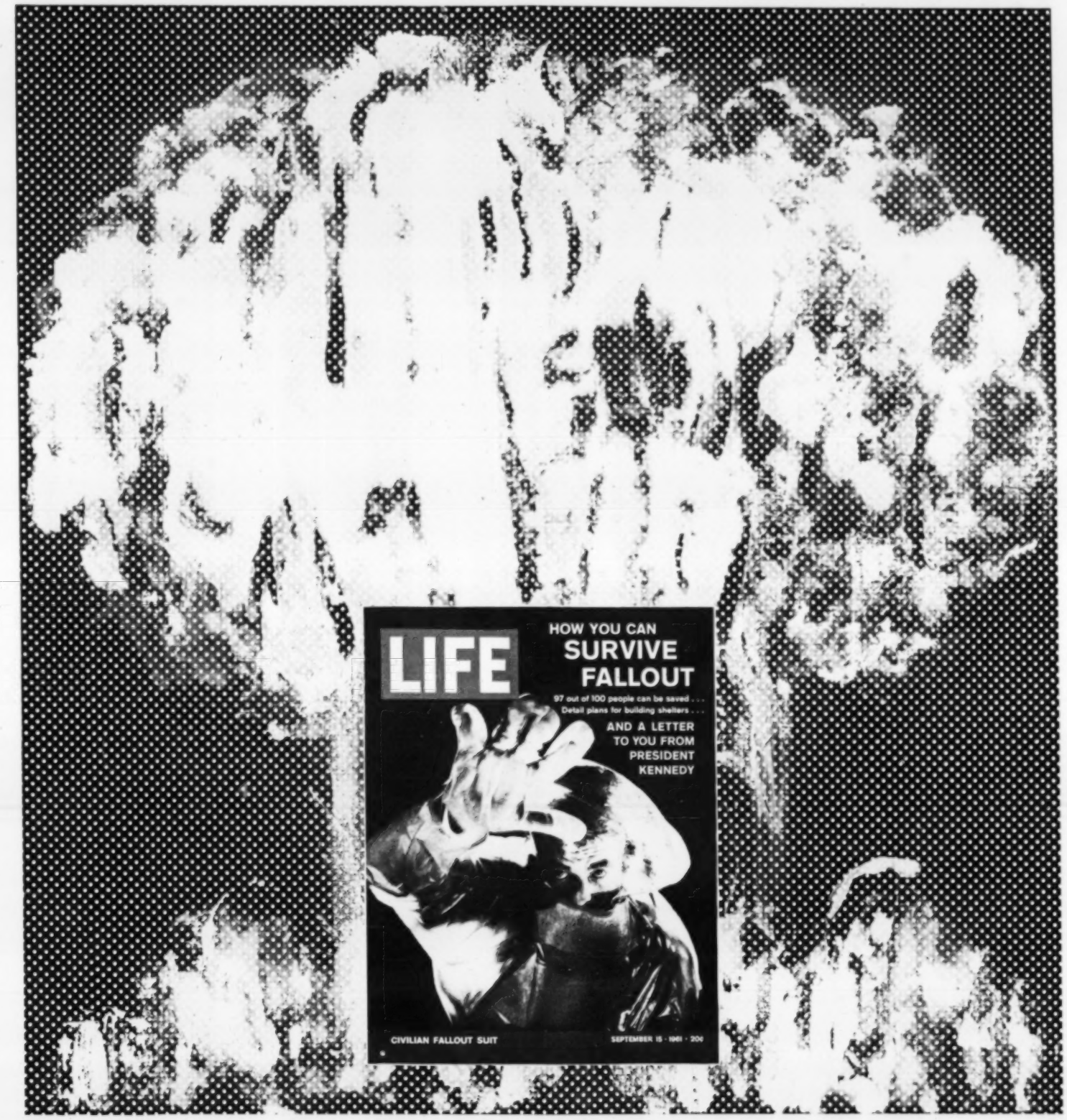
Published by The Oklahoma Publishing Co.
Represented by The Katz Agency

IT'S THE MARKET DELIVERED THAT COUNTS!

Advertisement

DON'T OVERLOOK the Sweet Vermont Market! Cover it effectively, easily, economically, with just one order, one bill, one buy—using the Vermont Allied Dailies, a 6-newspaper group which covers the part of Vermont where 93.9% of the state's $652 million buying power originates. Write: VERMONT ALLIED DAILIES, Rm. 515, Statler Office Bldg., Boston, Mass. (Sales Management figures.)

This week in LIFE: how to safeguard your family before nuclear attack



Today a wave of interest in fallout shelters is sweeping the country. With the increase in international tensions, prudent Americans are taking steps to protect themselves and their families in the event of nuclear attack.

This week, LIFE performs a unique service for Americans—14 pages of pictures and facts on how to build a fallout shelter and what to put in it. You'll learn, too, where to go for your safety if you live in a city.

LIFE shows you, for example, how simply an adequate shelter can be constructed. It can be done within four hours by just two men using only a screwdriver and a wrench to bolt together 84 prefabricated pieces.

Say LIFE editors: "Prepared, you and your family could have 97 chances out of 100 to survive."

In a special message, President Kennedy urges you to read and consider seriously the contents of this issue of LIFE.

Photographic essays like these are the lifeblood of LIFE magazine . . . fulfilling its purpose of informing with greater urgency, clarity and depth. One reason why today, more than ever before, people value LIFE—**a Great Magazine of Events and Politics.**

LIFE

Says Michael V. DiSalle, Governor of Ohio: "LIFE's Editors are to be congratulated on the decision to change from a lively format to a dynamic format, from a faithful mirror to qualitative, in-depth reports."

Says Senator Everett McKinley Dirksen (R.-Ill.): "The new emphasis of LIFE is quite on the plus side. LIFE's expository material, well documented and well done, has reference value for many including members of Congress. This is particularly true as our current history unfolds."

Says Walter T. Murphy, Public Relations Manager of Ford Motor Company: "If we could do as well with Ford cars as you do with LIFE, life would be a picnic for us."

THE CHRONICLE MEANS THE WEST

Represented by Sawyer Ferguson Walker